

CHEMIST & DRUGGIST

The newsweekly for pharmacy

January 17, 1987

a Benn publication

TV advertising
watchdog stops
NPA? campaign

Reckitt pre-sell
OTC topical
hydrocortisone

More changes to
limited list

Roussel face
£93,000 costs
in Surgam case

OTC update
— cystitis

Telecom drop
priority repairs
for pharmacies

Nielsen drug
index shows
slight rise

SUNPREPS
SPECIAL FEATURE



1839



1987



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All of which bodes healthy profits for the pharmacist with Discretest on his shelves.

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You can be sure that a lot of women will be seeking your advice about Discretest.

And soon after, a good few of them will be hearing the patter of tiny feet.

Thanks, in no small degree, to their local chemist.

DISCRETEST

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COMMENT



The changes the Government has made to the limited list since it was thrust on an unsuspecting pharmaceutical industry in November, 1984 — and on a largely unprepared public on All Fools Day, 1985 — have been almost limitless and unreasoned. One can well understand why the Government so objected to the quickly coined "blacklist" nickname, but the name was, and remains, most apt.

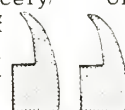
The savings generated by the list in the first year fell some 20 per cent short of the planned DHSS saving. And although the number of NHS scripts dispensed by pharmacists was not so badly affected as the profession feared, the effect on the industry, although sometimes difficult to quantify has for the most part, been disruptive. Thousands of manufacturing jobs were lost as a result of the list and the then more restrictive Pharmaceutical Price Regulation Scheme. Lilly, Searle, Roche, Warner Lambert



and Wyeth were particularly badly hit. This week, (p73) we learn the white list will be extended by three products and the blacklist by a mere 21 from February, with a further item held back for August 1. The 21 products, were, of course, were launched as OTC products but may have had a short run for their money on the script market before the Advisory Committee on NHS Drugs caught up with them. We do hope the Government regularly checks that the money spent administering the scheme does not swallow up the "script" savings from the newly

blacklisted items medicines.

The one benefit of the scheme may have been to spare the public from the placebo affects of a few ancient compound remedies only recently identified — and controversially at that — in the British National Formulary when it was relaunched in 1981. Manufacturers, by and large, now are launching better researched, better formulated, better marketed and more potent medicaments with all round benefits for the pharmacist and the public. If pharmacists really are to have an effective armamentarium of counter medicines to recommend in their well established but newly recognised advisory role, then the more sound P medicines launched through pharmacy the better. Better the right medicine every time from a pharmacist than a placebo — or a supermarket/grocery/ or garaged GSL off the shelf and without advisory backup.



'Ask your pharmacist' TV campaign in jeopardy

"Ask your pharmacist" television advertising may be abandoned this year, because of objections from the Independent Television Companies Association.

Of two ideas submitted by the National Pharmaceutical Association's advertising agency, Cromer Titterton Mills and Cowdrey, one has been amended (the "drippy" nose is now a sniffing nose), and the poking tongue has been rejected outright by the ITCA because it is associated with diagnosis. A third idea featuring increasingly discordant violin music and a splitting head, was rejected last week on the grounds that anyone with a serious headache should see a doctor.

NPA director Tim Astill says he is surprised by the reaction and now time is running out. Space had been provisionally

booked on TV-am for the cheaper February and March period, to coincide with Press advertising. The NPA has had to withdraw from the first booking because of the delay.

There are a number of options remaining which will be put before the Board at its next meeting on January 28. One of these is to abandon television altogether — an action they will be reluctant to take, says Mr Astill. "We are very aware of the memberships support for television, as shown by our research." Other options include: using the "more gentle" advertisement of last year; expanding the "dripping" nose commercial from 10 to 20 seconds or using it more often, or CTMC's recommendation, which is to postpone the television campaign until June/July.

Kent claim the lead in OPD

Generic wholesalers Kent Pharmaceuticals claim the lead in the move to original pack dispensing with the launch this week of eight "OPD" products.

The products — lorazepam and oxazepam (see *Prescription Specialities* p78) — are packed in 30s and 100s in cartons, which incorporate a number of novel features. Each carton features the trademarked "OPD" logo and are colour coded for strength; tablets are blister packed. All packs carry batch number, PL number and storage instructions.

Packs also contain a patient advice leaflet. For security and tamper evidence, Kent have developed a glue-sealed reclosable carton. All packs are barcoded with the 13-digit EAN code in preparation for light-pen scanning, and carry the PIP

code to provide a means of product recording from wholesalers.

Kent say their packs are also ready for automatic pricing of prescriptions, by the inclusion of a peelable label, carrying EAN code and printed information, which can be affixed to prescriptions as evidence that it has been dispensed.



Kent say they have avoided the question of OPD unit size. "The vast majority of current prescriptions for these products call for 30s, 60s, 90s or 100s," says managing director Denis O'Neill. "We have therefore fulfilled the current need without becoming involved in the guessing game which seems to have halted OPD's progress."

Advertising Standards Authority.

Colgate Palmolive complained to the ASA saying Beechams' advert implied the toothpaste could continue the work of a dentist, when it was not, in fact, formulated to do so. Although Beechams argued that there was no implication of reformulation, only a claim that the paste controls the build-up of tartar, a Copy Panel judged it misleading.

Very tight for April 1 start

PSNC is becoming increasingly concerned that the new contract regulations are not going to be laid in adequate time for an April 1 introduction.

According to PSNC's timetable the regulations need to be laid around February 1. But as *C&D* went to press no comment had been received from the DHSS on suggested alterations proposed by PSNC. This means the executive committee, which met this week, is unlikely to have considered the final draft before the LPC Conference on February 8.

"We cannot go to conference a second time without the small print," PSNC chief executive Alan Smith told *C&D*. "Two years ago we got away with it because of the pressure of time. This view has been passed on to the Department. It's another eleventh hour job and typical of the Department."

AIDS in focus

Secretary for Social Services Norman Fowler is proposing to hold a conference on the provision of care for AIDS sufferers outside hospital.

The conference will bring together the experience of those in the relevant professions and the statutory and voluntary services, he said last week. The aim will be to identify more clearly the priorities for the future and Mr Fowler will report on his imminent fact-finding trip to the USA.

Latest figures show that 610 cases of AIDS were reported in the UK up to the end of December, 293 of whom have died.

According to a report in *The Times*, ICN Pharmaceuticals Inc, California, are claiming their anti-viral agent Ribavirin is effective in preventing people exposed to the AIDS virus from developing the disease. None of 52 patients whose lymph nodes enlarged after exposure to the AIDS virus developed the disease while taking Ribavirin 800mg daily. Of 56 patients on placebo, 10 developed AIDS as did six of the 55 patients given 600mg daily.

Pharmacists requiring more copies of the AIDS leaflet should contact local Health Education Council offices, listed under local health authorities in the phonebook. If local offices have run out more can be obtained from the HEC's London office at 78 New Oxford Street, London WC1.

Misleading Macleans

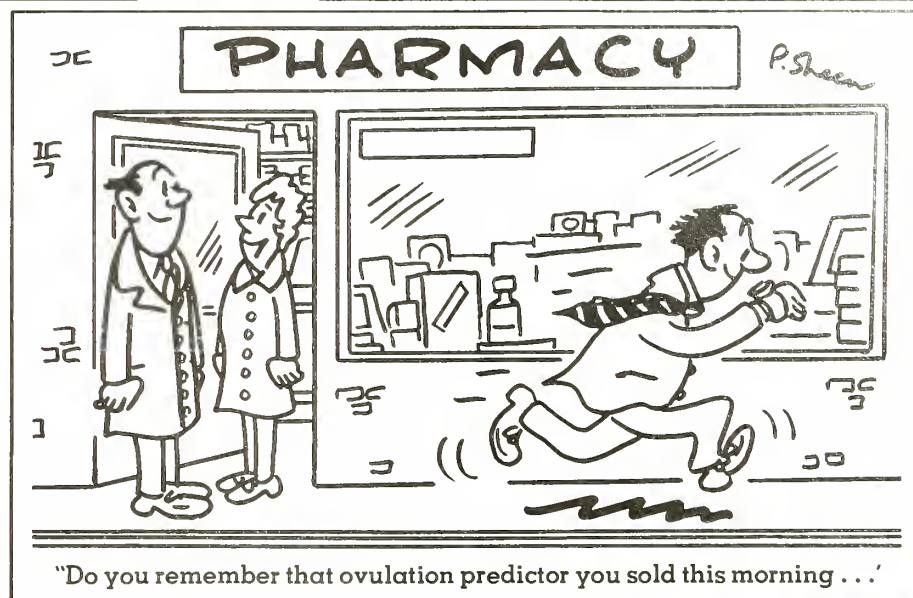
An advertisement for Macleans fluoride and calcium GP toothpaste with the headline "Cut out tartar — cut out the coupon" is unlikely to be repeated after a complaint to the

More changes to NHS blacklist from February

There are to be further changes to the list of medicines available for NHS prescription from February 1.

Three more products will be available for NHS prescription from February 1: Maalox tablets; Maalox TC tablets, and Progesic tablets 200mg/Fenoprofen tablets 200mg.

The following products will not be prescribable at NHS expense from February 1: Actonorm gel; Angiers junior paracetamol tablets; Catarrh-Ex tablets; Dextromethorphan hydrobromide solution 3.75 mg/5ml; dextromethorphan hydrobromide solution 7.5mg/5ml; Haliborange tablets; hot blackcurrant cold remedy (Beecham); hot lemon cold remedy (Beecham); Librofem tablets; Mentholum nasal inhaler; Night Nurse capsules; Panacron nasal spray; Paxidal tablets; Resolve granules; Robitussin cough soother; Robitussin cough soother



junior formula; Robitussin plus liquid; Secloclon capsules; seven seas malt and cod liver oil; Simeco suspension, and Simeco tablets.

The new Regulations also provide that from August 1 Normax capsules will be prescribable only by its "appropriate Non-proprietary Name" of Co-danthrusate capsules. The changes are made by SI 1977/5 The National Health Service (General Medical and Pharmaceutical Services) Amendment Regulations 1987, which have been laid before Parliament.

R&D investment on the increase

While the House of Lords Select Committee are calling for more spending on research and development in Britain, and for companies to disclose their level of R&D investment, spending on research in the pharmaceutical industry continues to increase.

"It is well accepted that the level of expenditure on R&D within our industry is high," says a ABPI spokesman. "Britain is third in the world wide league of pharmaceutical exporters, and we're often singled out by Ministers as a good

example. And most pharmaceutical companies report their level of research spending."

Beecham spent £86m on R&D in the year ending March 1986, compared with £78.1m in the previous year. And Mr James Pollard, chairman of Beecham worldwide has publicly announced that R&D expenditure for new prescription medicines is to reach £100m by the early 1990s, much of it to be concentrated in Britain, says a Beecham spokesman.

Glaxo spent £120m on R&D in the financial year ending June 1986, and the Wellcome Foundation has increased research expenditure by over £10m this year; it's now at £132.5m. "We believe we spend enough on research to get the best results," says a Wellcome spokesman.

high-arched palate, wide-spaced nipples, and a webbed neck, say the doctors. A post-mortem on one baby who died shortly after birth showed various neuropathies, including failure of part of the cerebellum to develop. Dean Kilshaw, a spokeswoman for Roche, manufacturers of Librium and Valium, told C&D they were studying the Swedish report. However the company's Data Sheets advise against the use of benzodiazepines in pregnancy, and she pointed out that the drugs had been available for 25 years and various epidemiological studies had failed to establish teratogenicity.

In utero...

Swedish researchers claim to have identified a specific new syndrome in babies exposed in utero to benzodiazepines (The Lancet).

Doctors at the East Hospital in Gothenburg, Sweden, investigated seven cases where mothers had regularly taken these drugs during pregnancy. The babies showed evidence of intra-uterine and extra-uterine growth restriction and CNS dysfunction. External malformations included slanted eyes, upturned short nose,

PSNC's judicial review soon

The Pharmaceutical Services Negotiating Committee expects its application for a judicial review on the Department of Health's decision to unilaterally change the method of pricing NHS prescriptions to be heard before the end of the month.

The Prescription Pricing Authority has already sent its divisions instructions on how to price generic scripts when followed by a company name. Although pharmacists are obliged to dispense the branded product, the PPA is now only paying the Drug Tariff generic price.

PSNC chief executive Alan Smith feels there is a *prima facie* case. "If you take away the principle of the cost-plus system of payment then you undermine the whole remuneration system."

Contract threat

The Society of Administrators of Family Practitioner Committees is determined to press ahead with industrial action which could mean disruption to the implementation of the new contract if its demands are not met at a Whitley Council meeting to be held next month.

Overwhelming support for industrial action (C&D December 6, 1986) was given at a meeting of the society's council earlier this month. The meeting with the management side has been postponed.

The society wants recognition of the extra work done by FPCs since April '85. At present society secretary R. Purser says the management side's offer gives no increase to 72 of the 98 administrators and down grades the job. The next meeting with management is on February 11.

New Presentation
for Shingles

Prescribing information

Presentation Each pink, shield-shaped tablet is impressed "ZOVIRAX 400" on one side and a triangle on the obverse, and contains 400mg acyclovir. Uses

Treatment of acute herpes zoster infections. Whilst a beneficial effect of treatment on acute pain has been shown, studies have not yet demonstrated an effect on post-herpetic neuralgia. **Dosage**

Adults: Two 400mg tablets five times daily for seven days. Treatment

should start as early as possible after rash onset. **Contra-indications**

Contra-indicated in patients known to be hypersensitive to acyclovir. **Precautions** For patients with severe renal impairment (creatinine clearance less than 10ml/minute) a dose of 800mg twice daily is recommended. For those with creatinine clearance from 10-25ml/minute a dose of 800mg every six to eight hours is recommended. In the elderly, total acyclovir body clearance declines

along with creatinine clearance. Adequate hydration of elderly patients taking high oral doses of Zovirax should be maintained. Special attention should be given to dosage reduction in elderly patients with impaired renal function. Experience in human pregnancy is limited so caution should be exercised in prescribing for pregnant women.

Side- and adverse effects Skin rashes have been reported in a few patients receiving Zovirax Tablets; the rashes have resolved on withdrawal of the drug. In trials, the incidence of gastrointestinal events has not been found to differ from placebo.

Basic NHS cost 70 tablets (PL3/0227) £119.00.

Further information is available on request.

The Wellcome Foundation Ltd
Crewe, Cheshire



Wellcome



1985
THE ROYAL SOCIETY AWARD FOR
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TO THE WELLCOME RESEARCH
LABORATORIES OF THE
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Rx ZOVIRAX 400mg Tabs

ii five times a day ⁽⁷⁰⁾

With the above prescription, Wellcome announce the introduction of an orally administered, specific antiviral therapy for the treatment of shingles.

The seven-day treatment, using the new 400mg tablets, is presented as a complete course in one pack — the 7 day Shingles Treatment Pack. Promotion to doctors starts immediately and supplies are available through the normal wholesaler channels.



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A LEADER IN ANTIVIRAL RESEARCH

ZOVIRAX*

acyclovir 400mg tablets

*Trade Mark

New 7 day
Shingles Treatment
Pack

PSGB to name non-contractor pharmacists to Scottish PPSCs

The nomination of non-contractor pharmacists to Scottish practice committees should be the Society's responsibility as in England and Wales.

In Scotland it is proposed that pharmacists should be appointed by the area pharmaceutical committee rather than by the Society, Council heard at this month's meeting. Area pharmaceutical committees in Scotland, unlike local pharmaceutical committees in England and Wales, include hospital pharmacists and, where there was a school of pharmacy in the area, an academic pharmacist. There was no representation of industrial pharmacists.

The secretary and registrar, Mr John Ferguson, told Council that the Scottish Department Executive had not met to consider the proposed Regulations and guidelines for Scotland, but the main points had been put to the Executive in a letter from the Scottish Department secretary, Dr John Chilton. The officers felt, since the profession as a whole was represented by the Society, that position should be maintained in Scotland, with nominations coming from the Society. Council agreed Mr Ferguson should ask the Scottish Executive to consider this point and setting out the officers' views.

There had been good agreement between the Society and Pharmaceutical Services Negotiating Committee in discussions on the proposed Regulations and guidelines for England and Wales.

The secretary and registrar had written to the DHSS seeking clarification of the eligibility for service on PPSCs and appeal panels of pharmacists employed by health authorities and self-employed locums. Although a reply had not been received, he understood it would say that such pharmacists were eligible. As soon as possible after the formal reply was received, proposals would be sought from the Society's branches and other bodies.

2½ml spoon? The Society is to ask the British Standards Institution for a standard for a 2½ml medicine spoon. The Practice Committee noted with satisfaction that there was now a standard for an oral syringe delivering doses of less than 5ml. But the Committee thought a 2½ml spoon was also desirable and where appropriate it should be supplied free with medicines dispensed under the NHS. Council also accepted the Committee's recommendation that discussion should be held with PSNC and, later, with the British

Medical Association on the possibility of revising the 5ml convention in the BNF.

Adverse reaction reporting. A meeting with the Committee on Safety of Medicines to discuss the involvement of pharmacists in adverse reaction reporting.

Insulin policy. Pharmacists receiving prescriptions for discontinued pork insulins should, except in an emergency, consult the prescriber before substituting semi-synthetic human insulins, Council has decided. It was reported to the Practice Committee that one manufacturer was discontinuing its monocomponent pork insulins and suggesting to prescribers that patients should switch directly to the equivalent semi-synthetic human insulin. The Committee agreed that a pharmacist receiving a script for a pork insulin would require the prescriber's authority before making such a substitution, and at that stage the prescriber could advise the patient or refer him to a diabetologist.

Society's new role. The Society is to accept in principle an invitation from the Minister of Agriculture to take on an administrative and enforcement role in relation to feed compounders, under the Animal Health and Welfare Act 1984 and the Medicines Act 1968. The final decision will be taken only when all resource implications have been studied and an independent administrative structure has been approved. As with the Society's role in relation to agricultural merchants and saddlers, the new role should be financed totally from feed compounders' registration and notification fees.

Dispensing only pharmacies. Concern was expressed by the Ethics Committee over the number of applications to register small premises mainly for dispensing only. The Committee was also concerned at the closeness of the relationship between doctor and pharmacist in some of those cases. Council agreed that the Society's inspectors should be asked to report any instances where such developments appeared to jeopardise the standard of service to the public.

In one case, the pharmacist wife of a GP had applied to open a ten ft by seven ft pharmacy within the confines of a private health centre owned by her husband and his partners. It was agreed that a suitable letter should be sent to the pharmacist drawing to her attention to paragraph 9.1 of the Guidance Notes to the Code of Ethics, which refers to undesirable business associations.

Quinolone antibiotics. The Society is to contact interested companies and individuals with the view to the organising of a one-day symposium on the subject.

Compliance aids. The Society has agreed to advise members on the use of compliance aids. Because it is not normally possible to label such aids according to the labelling Regulations, pharmacists will be advised to dispense in an ordinary container with appropriate labelling. The appropriate medication can then be transferred into a compliance aid, accompanied by the relevant warnings.

Health visitors meeting. Council agreed that a meeting should be held annually between representatives of the Society and the Health Visitors Association. Council agreed to write to the DHSS indicating that both bodies supported the involvement of pharmacists in the supply of baby milks in return for tokens.

Advisory group. Community pharmacists are to be included among the Society's nominations to serve on a professional advisory group to the National Health Service Training Authority. The Society has been asked to include contractor pharmacists, who had previously appealed to be excluded by the criterion of NHS employment. The pharmacists are to be nominated to serve on the professional advisory group for scientific and technical staff.

Relevant courses. The Society is to urge regional course organisers to include a high proportion of courses relevant to the pharmacist's "extended role" in their 1987-88 programmes.

School entry. The Education Committee is to review the Society's policy on entry requirements to schools of pharmacy when more information becomes available on the "AS" level examinations. One particular aspect to be considered is the insistence on "A" level chemistry. The Committee noted the view expressed at the annual meeting of heads of schools of pharmacy that the insistence on a chemistry "A" level might have to be reconsidered in the light of a possible decline in the number of sixth form students sitting this subject. The Committee did, however, consider a strong science base important in pharmacy undergraduate education as the foundation for practice developments.

Crude drugs at Kew. From 1988 the Society's collection of crude drugs is to be housed in a special area in a new building at the Royal Botanic Gardens, Kew. There will be excellent access to the collection for research workers, and part of the collection will also be used for displays in a new exhibition hall. Council agreed to continue to make a donation to the Royal Botanic Gardens for the next two years.

Support for optimum diet

Most people on an "optimum nutrition" programme noticed an improvement in their health, according to a recent study.

The Institute of Optimum Nutrition monitored 82 volunteers over six months during which they were counselled to make positive changes in their diets and take vitamin and mineral supplements. Participants completed a questionnaire at the beginning and end of the study. When asked which health problems they would like to clear up, the most commonly listed included arthritis, digestive disorders, cardiovascular disorders, obesity, blood sugar problems, menstrual and menopausal problems, insomnia and allergies.

At the end of the study, 86 per cent of subjects rated their primary health problem as improved or greatly improved, 14 per cent reported no change but none had deteriorated; 79 per cent noticed an

improvement in their energy, 60 per cent an improvement in memory and mental alertness and 61 per cent felt a definite improvement in their well-being. At the outset, the most common deficiency symptoms were poor memory in 40 subjects, of whom 40 per cent improved, mouth ulcers (38) of whom 46 per cent improved and muscle cramps (29) of whom 31 per cent improved. Just over one-third decreased their alcohol consumption and over one quarter reduced their tea or coffee intake.

The organisers of the study say the results support the view that vitamins and minerals, when provided at optimal levels, do far more than prevent overt deficiency diseases. They believe more attention should be paid towards correcting the assumption that "as long as you eat a well balanced diet you get all the vitamins and minerals you need."

NPA Brighton & Hove Branch is holding a "staff training day" on February 3 at Langford's Hotel, Third Avenue. Cost is £27.50. Details from Mr D.J. Blake, 91 Blatchington Road, Hove.

Ultra Pampers cross the Atlantic

Proctor & Gamble will not confirm if — or when — their "high tech" Ultra Pampers disposable nappy, currently on trial in the Channel Islands, is to be introduced into the UK mainland.

The nappy uses a highly absorbent polymer which forms a gel on contact with water. It means the fill weight in the nappy can be reduced, making for a smaller lighter product on-shelf.

The trade price is the same as that currently offered on the regular Pampers range. The nappies are available in super, maxi and maxi-plus sizes in the carry carton and the value pack.

Ultra Pampers have been available nationwide in the US since Spring '86, and are reported to take 15 per cent of the market. There have been fears that because super absorbent nappies look smaller on-shelf they would be perceived as being less efficient.

Powder puffs, skin creams, make-up, shaving brushes, tooth brushes, manicure cases, soap, hairslides, combs, sponges, perfumes and many other beautiful things might particularly take your fancy in Frankfurt from

21.2. to 25.2.1987.

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Fair. The largest trade

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in the world.



**Messe
Frankfurt**

by Xrayser

Janssen advise on Hismanal dosages

Janssen have written to all doctors emphasizing the correct dosage of Hismanal tablets.

The company says that as Hismanal (astemizole) increases, they have become aware of infrequent cases of overdose. "We now have two UK reports of serious ventricular tachycardia following overdoses," the letter says.

It goes on to say that ECG monitoring is necessary in suspected cases, and appropriate anti arrhythmic treatment instituted if necessary. "We would like to underline the need to emphasize to patients that the correct dose of Hismanal is one 10mg tablet per day," Janssen say. "This distinguishes it from all other antihistamines where two to four doses per day are normally needed."

If, at the start of treatment, a patient's symptoms are particularly troublesome, the company says that a once daily dosage of up to 30mg for no more than seven days may be advised, before using the regular regime, which "must not be exceeded". For children aged six to 12, the standard recommendation should be halved. The Data Sheet has been amended.

Precision print ads required by ASA

By the Advertising Standards Authority Colorama Processing has been asked to ensure that any advertising claims quality test results reflect precisely the findings.

Colorama say, following a complaint, that an advert, which read: "In 1985 *Which?* and *The Amateur Photographer* gave us top ratings for print quality, speed and price out of more than 60 UK competitors," was an accurate description. *Which?* had given Colorama above "good" ratings and described the laboratory as one of the two "best buys," and *Amateur Photographer* had given the company the highest ratings of the processors tested. The Committee, however, considered it inaccurate in inferring *Which?* had rated the company top for print quality, speed and price.

Clearing House problem?

I always pay my Clearing House in good time. Absurd, really, but I enjoy the feeling of satisfaction at having all my accounts promptly brought up to date and being out of debt . . . Not exactly out of debt, you understand, more in a state of peace with my creditors!

But twice this month I have been missing orders which would normally arrive within a few days of the rep's call. I'm not the only one, as I discovered this week after a meeting with some colleagues. Some of them, too, have had problems. It turns out that while we may have paid our December "House" by the 10th of the month, apparently the NPA payments did not get through in time for clearance before Christmas. Accounts, therefore, were shown as not cleared at our suppliers, so that goods ordered a day or two after we had paid were withheld, due to non payment!

And manufacturers' computers have introduced another joker to the pack. Because the accounts are de-personalised, no-one in the company has any idea of what is happening or whether the customer is a valued one who *always* clears his account on time or is a crook to be treated with caution. Now, the idiot machine rules the roost and, because of this, we run out of stock. This is frustrating, to say the least, and not the kind of "progress" I find meaningful.

New Year blues

At this time of year I find myself, as usual, taking stock of my situation, literally as well as figuratively. I've sent the scripts off on time, cleared the Clearing House for another month and, when I sort out the statements, shall do my VAT return. I don't dislike this last job as I can see the gross profit figure building before my very eyes. As usual, too, I have stopped any speculative buying until the Spring splurge — although in case the reps feel discouraged by this disclosure, let them not despair. If they come up with a real money spinner showing a decent margin, I'll find the money and will be parted from it.

It is apposite, at this point, to draw attention to J.M. Brunt's letter of last week which showed the pitiful margins being suggested on a good many of the promotions from pharmacy-only companies and wholesalers. He raises, for example, the nasty hidden fact that what we think of as 25 per cent on return is in

fact only £25 profit on sales of £115, when we include VAT in the equation. It doesn't worry me too much, since my analysis at VAT time throws that out anyway, but we have to take the point. What irritates me more than the persuasions of the marketing men who try to enlighten us into accepting an unacceptably low margin on a near-loss-leader on odd occasions, is the pressure by firms purporting to be our friends. They seek to make us recommend products which, for various reasons, are marketed through pharmacies only but at "grocery" profits *only*. We are not bulk retailers with a 52-times-a-year stock-turn. Most smaller pharmacies would be grateful — and surprised — if they saw a genuine five or six times a year stockturn. With our capital tied up, and capable of earning between 11 per cent and 15 per cent on the money markets we ought to be looking for a bare minimum of at least 25 per cent on return on routine pre-sold products. Medicines, which by definition need pharmaceutical input, must reflect that input with substantially better margins.

Like Mr Brunt, I ignore PLOF suggested retails, particularly from Numark (who ought to know better) and work out my own prices. At the moment I am seriously thinking of removing paper tissues from my inventory because of inadequate returns coupled by the excess work and storage space they demand. My plan to throw out half the proprietary medicines and produce a wider range of *nostrums* is well under way and already shows an increased profitability from my medical department. Think about it folks, its worthwhile . . . The reps tell me I'm losing sales — correction! *They* may be — but I'm not!

Be warned — no complacency

This month my staff are filled with gloom. Still without automated labelling we are soldiering on regardless, except that, as a sop to conscience, we now have the warning section of the BNF open on the dispensing bench all the time. Not for the first time I find myself disagreeing with some of the fatuous additional warnings.

The staff were impressed to find we already type most warnings on as a matter of course, with the result that their fears about falling short of requirements are pretty well laid. For all my complacency, however, I freely admit there were more shortfalls than I thought and I am not unhappy at having the requirement laid on me — to make sure the patients get the information they need.

Squibb Surgicare update ranges

Squibb Surgicare are upgrading their System 2 pouches and introducing extensions to the Ileodress, Colodress and Granuflex ranges.

While there are no changes to System 2 closed pouches, a new range of System 2 Combihesive closed pouches incorporates a new soft, quiet film in beige with textured backing for greater patient comfort. The pouches will be available with 38mm, 45mm, 57mm and 70mm flanges, all in packs of 30 (£21.38). The company's mini pouches will also incorporate the new film and backing and have been renamed System 2 Combihesive mini pouches.

Drainable pouches have also been improved with the new film in clear and beige, and backing, and are now known as System 2 Combihesive drainable pouches. Surgicare's standard System 2 urostomy pouches incorporate the new film, but not the backing; their name is unchanged. The urostomy pouches with Accuseal tap incorporate new film and backing and are now known as System 2 Combihesive urostomy pouch with Accuseal tap.

A small opaque version of the Ileodress one-piece ostomy pouch now complements the standard product. Ileodress small are available with 19mm starter hole, and 25mm, 32mm, 38mm, 45mm, 50mm and 64mm precut holes. All are packed in 10s with one clip (15.16).

Completing the changes are the Colodress stoma cap (30 £21.60) and, for hospitals only, the Granuflex Burnpak, which is available in two sizes — 3in by 3in (2 £2.45) and 6in by 6in (2 £7.56 all prices trade). *Squibb Surgicare Ltd, Reeds Lane, Moreton, Wirral, Merseyside L46 1QW.*

Faverin tablets

Duphar Laboratories are this week launching Faverin (fluvoxamine maleate) — which they claim is a novel antidepressant which specifically inhibits the re-uptake of 5-hydroxytryptamine. Faverin, which is chemically unrelated to any other antidepressant, has minimum effect on noradrenergic processes.

It is indicated for short-term and maintenance treatment. In contrast to tricyclics, Duphar say that Faverin is not associated with more anticholinergic side effects than placebo.

Pharmacokinetically, steady state levels are achieved within two weeks; profile in the elderly is similar to the

general population. Duphar expect usage to begin in hospitals with prescribing moving into the community during the year.

Manufacturer Duphar Laboratories Ltd, Gaters Hill, West End, Southampton

Description Round, yellow, enteric-coated tablets each containing 50mg fluvoxamine maleate, printed "Duphar 291"

Uses Treatment of those affective disorders characterised by persistent low mood, impaired psychomotor activities and psychosomatic complaints

Dosage Adults Effective daily dose varies between 100mg and 200mg and should be adjusted according to individual response up to a maximum of 300mg. Minimum recommended starting dose 100mg given in the evening. Daily dosage in excess of 100mg should be given in divided doses.

Elderly Studies have shown the same regimen can be used. **Children** Not recommended

Contraindications, warnings etc Safety in pregnancy not established. Faverin should not be given together with or within two weeks of terminating treatment with monoamine oxidase inhibitors. Patients with hepatic or renal insufficiency should begin with a low dose and be carefully monitored. No effect on driving skills, but in combination with alcohol some impairment may be seen

Interactions Increased plasma levels of propranolol and warfarin seen during concurrent administration of Faverin.

Side effects Commonest is nausea diminishing during course of treatment. Somnolence, constipation, agitation, anorexia and tremor reported during trials. May cause decrease in heart rate

Supply restrictions Prescription only **Packs** Cartons of 60; three blister strips of 20 (£25 trade)

Product Licence 0512/0070
Issued January 1987

Neo-Mercazole 20 tablets

Nicholas Laboratories are introducing a 20mg strength of their Neo-Mercazole (carbimazole) tablets. The pink, circular shallow convex compression-coated tablets, containing a white core, are impressed on one side with a tear-drop symbol enclosing the letters "BS", with a figure "20" on the other. Each tablet contains 20mg carbimazole BP.

The company says the additional strength has been developed following requests from endocrinologists, and will aid compliance with high dose regimes, and facilitate block replacement therapy,

where high doses of carbimazole are combined with L-thyroxine in the treatment of thyrotoxicosis.

Neo-Mercazole 20 is packed in securitainers of 100 (£8.06 trade).
PL/0188/0081 Nicholas Laboratories Ltd, PO Box 17, 225 Bath Road, Slough, Berks SL1 4AU.

Kent launch OPD range

Kent Pharmaceuticals have launched lorazepam and oxazepam tablets in their OPD trademark packs (see **News**). The company says its two pack sizes — 30s and 100s — will cover 75 per cent of prescriptions for the two drugs.

Lorazepam is available in 1mg (10 by 30 £4.05, 100 £1.35) and 2.5mg (10 by 30 £6.75, 100 £2.25) strengths; oxazepam in 10mg (10 by 30 £3.66, 100 £1.22) and 15mg (10 by 30 £4.08, 100 £1.36 all prices trade list). Special offers support the launch.

All packs are tamper evident, colour coded, carry patient advice leaflets, and are EAN and PIP coded. *Kent Pharmaceuticals Ltd, Letraset Site, Wotton Road, Ashford, Kent TN23 2BR.*

BRIEFS

Roche are discontinuing Glutril owing to the very small demand over several years. The company says that should an alternative be required, Glutril 25mg is equivalent to 5mg glibenclamide or 250mg chlorpropamide. Existing Glutril stocks should be used up in the normal way. *Roche Products Ltd, PO Box 8, Broadwater Road, Welwyn Garden City, Herts AL7 3AY.*

The dose of Terodiline (terodiline hydrochloride) in frail, elderly patients, is one tablet twice daily and not "not more than one tablet a day" as stated in our "Advances in Therapy" feature (C&D December 6, 1986, p965). *Kabivitrut Ltd, Kabivitrut House, Riverside Way, Uxbridge, Middx UB8 2YF.*

Allen & Hanburys are currently unable to supply **Sterispon** (absorbable gelatin sponge BP), its haemostatic preparation, due to technical difficulties associated with its production. *Allen & Hanburys Ltd, Greenford, Middx UB6 0HB.*

Isordil tablets 10mg and 30mg are now engraved "Isordil 10" and "Isordil 30". *Ayerst Laboratories Ltd, South Way, Andover, Hants SP10 5LT.*

No.1 no asterisks no ifs no buts

There's been a lot of rather rash claims lately. Claims to being No. 1 in the analgesics market. Well, we'd like to clear up the matter once and for all. Anadin is the number one best seller.

The latest independent trade audit confirms – no matter which way you look at it – that Anadin sells more and is worth more than any other brand.

Over 50% more.

And we can say this without a single asterisk.



Anadin. Unqualified No.1



**WHITEHALL
LABORATORIES**



Reckitt 'launch' Timocort before DHSS green light

Reckitt & Colman are selling in their OTC hydrocortisone cream Timocort, despite the fact that the Amendment to the POM Order, which would make counterprescribing of hydrocortisone cream a reality, has yet to be laid before Parliament.

The company expects the release date sometime in February or March and are taking orders now for delivery on that date "so that pharmacists will be able to counterprescribe Timocort at the earliest possible time". Priced at £1.46 rps for 15g, Timocort is selling in at £8.38 per dozen, which, the company says, offers 45 per cent POR. An extra introductory offer is open on orders booked prior to the release date.

New from Numark

February will see the launch of three new sizes in the Numark disposable nappy range: newborn 20s, infant 24s and child size 12s. All will incorporate the Everdri waistband and a major product improvement — the one-way liner will be softer and more efficient, say Numark.

The new range will be backed by a joint promotion with Cow & Gate baby foods called Happy Families. There will be a prize fund of £1,250 and consumers will be asked to match four mothers with their babies and complete a tie-breaker. Competition leaflets will be inserted in all packs of Numark nappies during March and April and BS supplied to Numark chemists via their merchandising kits.

A range of six new brushes under the Finishing Touches brand name will be launched in March. A free merchandising stand will be on offer during the two-month introductory period.

Yellow twin-pack toilet tissue has been added to Numark's range of paper products. Future supplies of Nuwarm Solara, Cosiglow and Escort hot water bottles will be sold with new non-metal



Timocort, a 1 per cent hydrocortisone acetate cream, is indicated for the relief of irritant and allergic contact dermatitis and insect bite reactions. Its use on the eyes, face, ano-genital region, broken or infected skin including cold sores, acne and athlete's foot, is contraindicated. It is not to be used in pregnancy or on children under ten without medical advice.

Timocort is being launched "from the makers of Dettol". The company says consumer research indicates that the heritage of the Dettol name and the "sword in the circle" device will be key elements in consumer reassurance for the use of OTC hydrocortisone cream.

A national advertising campaign in women's Press is planned for later in the year. *Reckitt & Colman, Pharmaceutical Division, Dansom Lane, Hull HU9 7DS.*

ferril apertures, which are non-perishable, as there are no rubber washers.

Finally, the Nusoft regular and super towels now have more absorbent material and they are now contoured and have rounded ends, in line with the major branded products. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts.*



Two faster pregnancy tests

A new pregnancy test from Thames Genelink Ltd gives results in five minutes.

Claimed to be the fastest, most sensitive test on the UK OTC market, Evatest Blue 5 (£6.60) can detect 50 IU of hCG per litre of urine, which means it can be used on the day the period is due. The speed has been increased by using a much improved enzyme immunoassay reagent. Use of specific monoclonal antibodies means there is no cross-reactivity with other urinary hormones.

Evatest Rapid (£6.20) is an improved ring test which gives results in 30 minutes. Based on haemagglutination inhibition, the test is sensitive to 150 IU hCG per litre and can be used on the day the period is due. As with the other test, use of monoclonal antibodies specific to the beta chain of hCG ensures no cross-reactivity with other urinary hormones.

Advice on performance of the tests is available on the Evatest helpline (0483-505546) during normal office hours. Marketing support will take the form of POS material and bonus offers. *Thames Genelink Ltd, The Old Blue School, Lower Square, Isleworth,*

ON TV NEXT WEEK

GTV Grampian	U Ulster	STV Scotland
B Border	G Granada	(central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV am	TT Tyne Tees

Aapri wash cream:	All areas, C4
Anadin:	All areas, C4
Askit powders:	GTV, STV
Atrix:	All areas, C4, Bt
Benylin day & night:	Y
Benylin expectorant/paediatric:	All areas, C4
Brontyl:	G
Clairol Loving Care:	All areas (C4, C, TVS, U)
Complan:	All areas
Contac 400:	STV, G, C, TVS, LWT, C4 (LWT, TVS, C, G, STV)
Cream Silk conditioner:	All areas
Cymalon:	GTV, STV, BTV, G, Y, A, HTV, SW, TVS, LWT, TTV, TT, C4
Dimension shampoo:	All areas
Dimotapp:	All areas

Fisherman's Friend:	All areas
Flex haircare range:	All areas, C4
Hills Balsam:	G, Y, TT, U
Imperial Leather Gold shampoo:	STV, G, Y, A
Karvol:	All areas
Kleenex Velvet toilet tissues:	All areas
Listerine:	All areas
Mac Mint:	All areas
Mentadent P gel:	All areas
Mentholyptus:	All areas
Night Nurse:	All areas
Nurofen:	All areas
Optrex:	All areas
Peaudouce Babyslips:	Bt
Resolve:	All areas
Robinson's babyfoods:	Bt
Robitussin:	All areas
Secludin:	A
Sensodyne toothpaste:	All areas except CTV, C4
Sinutab:	All areas
Solpadeine:	GTV, STV, BTV, G, C, A, HTV, TSW, TVS, LWT, TTV, TT, C4
Strepsils:	All areas
Timotei conditioner:	All areas
Vidal Sassoon:	All areas

All together—an even bigger No.1



Now, if we look at the performance of all the Anadin brands, we have an even bigger No. 1. The latest independent trade audit confirms we're 121% bigger in volume terms and 146% bigger in value terms than our closest rival.

No ifs, no buts. No asterisks.

 **WHITEHALL**
LABORATORIES

Looking for a supplier with all the right qualifications and ambitions?

	CURRICULUM VITAE
NAME	Evans Medical Limited
ADDRESS	318 High Street North, Dunstable, Beds, LU6 1BE
DATE OF BIRTH	January 1809.
NATIONALITY	British
MARITAL STATUS	Separated (amicably) from Glaxo Group of Companies on 14th October 1986.
FINANCIAL STATUS	Never been healthier, backed by three major banks and city institutions.
GODPARENTS	Lloyds Development Capital, First National Boston Ltd and the National Westminster Bank.
ACHIEVEMENTS:	
January 1982	New management team appointed by Glaxo.
Jan 1982 - Dec 1984	Revenue increases five fold.
January 1985	Evans has one head office site and employs 60 people.
July 1985	Transfer of leading OTC brands, including Mycil, Nylox and Haliborange to Evans.
October 1985	New development laboratories and pilot plant in use at Dunstable.
November 1985	Evans assumes responsibility for Speke biologicals factory.
February 1986	New marketing and distribution site at Dunstable fully operational.
April 1986	Purchase of A H Robins factory at Horsham - one of the UK's most modern pharmaceutical production units.
July 1986	Sales force expanded and re-organised. Now the largest in the generics market.
October 1986	Management buy-out completed from Glaxo. Evans are now independent. The company is backed by a consortium led by Lloyds Development Capital.
October 1986	Evans now has 5 sites and 450 employees and is one of the top 20 pharmaceutical companies in the UK.
November 1986	Announcement of substantial on-going investment programme at production sites over the next 3 years.
December 1986	Evans launch 100th new product line since new management team involvement in 1982.
AMBITIONS:	Relishing the unrestricted commercial freedom to expand further our comprehensive range of high quality competitively priced products to meet pharmacists' needs. To become the UK's most efficient manufacturer by maximising the utilisation of our modern production facilities.

If you would like to check out
our references in person,
your local Evans sales representative
would be delighted to give you
all the facts.

Evans The UK's leading generic and OTC supplier



From Sweden for skin

Vitalia have taken over the nationwide distribution and marketing of the Swedish Pharmacia dry skin treatment products.

The range consists of a non-greasy face cream, body lotion and dry zone area cream (£2.99, trial sizes £0.99), which use natural moisture-retaining factors rather than oils to restore water balance. The lotion and dry zone cream contain urea 10

per cent and lactic acid 5 per cent, while the face cream contains urea 4 per cent and sodium chloride 4 per cent. All products are tested as hypo-allergenic. No perfume has been added to the face and dry zone creams, and all are free from colouring agents; a small amount of preservative (sorbic acid has been added to the face cream but the high concentration of lactic acid in the other products makes additional preservatives unnecessary.

Vitalia say that 80 per cent of the population is believed to suffer from dry skin, especially on the hand, elbows and knees. The products already claimed to be market leaders in Scandinavia, France and Australia.

Promotion will concentrate initially on public relations through health and beauty writers and syndicated radio tapes because Vitalia feel it is important for consumers to understand the causes of dry skin and how the product works. Samples will be sent to 18,000 health visitors mid-January and again in September. Advertising is planned mid-year on the London buses and tubes to promote the

ranges' use in after-sun care. There are also plans to advertise the range next winter in ski-ing publications. *Pharmacia Ltd, Pharmacia House, Midsummer Boulevard, Central Milton Keynes, Bucks MK9 3HP. Distributors Vitalia Ltd, The Green, Potten End, Berkhamsted, Herts HP4 2QH.*

What?

Ucar are offering to donate 1p to the Royal National Institute for the Deaf for every one of their hearing aid batteries sold before the end of next year.

In addition, retailers will receive a free 12-piece Bilton tea set when they place the initial stocking order of 160 batteries — 120 EPX675E hearing aid types and 40 alkalines. The promotion will be backed by POS material, including a new leaflet, "What did you say?", giving advice on obtaining and getting the best from hearing aids. *Union Carbide UK Ltd, Union Carbide House, High Street, Rickmansworth, Herts WD3 1RB.*

LOOK OUT FOR THIS NEW ALGIPAN CAMPAIGN AND HELP US HELP AGE CONCERN

Every can or tube of **ALGIPAN** you sell will guarantee a donation from Wyeth Laboratories to Age Concern.

Show cards and shelf talkers are available to assist you in selling the product and promoting the appeal to your customers.

ALGIPAN*

Rub and Spray

The warming way to ease
muscular aches and pains



Wyeth Laboratories,
Taplow, Maidenhead, Berks.



*Trade marks



Quickie from Predictor

Chefaro are introducing a Predictor dipstick pregnancy test which gives clear, reliable results within 30 minutes (£7.35). The introduction will be supported by a £300,000 national advertising campaign, point-of-sale material and consumer literature.

Based on monoclonal antibodies, the test detects 50 IU/l of HCG in urine and can be carried out only one day after a missed period. Drops of urine are added to the contents of a test tube and an indicator is inserted. A pink colour appears on the tip within 30 minutes if the woman is pregnant. It remains white if not pregnant.

Marianne Harris-Bridge, Predictor senior product manager, expects the launch to re-establish Predictor as the biggest and best known home pregnancy testing kit.

The launch will be backed by a new advertising campaign in women's magazines and on London tube cards, breaking in March and running throughout 1987. The brand will also be supported by in-store material and public relations activity. *Chefaro Proprietaries Ltd, Science Park, Milton Road, Cambridge CB4 4BH.*

Springing into ads

Unichem are to mount a Spring Press campaign for the Pharmaton range.

From February to April, they will be spending £100,000 on consumer and trade Press advertising — double last year's investment and concentrating on Pharmaton capsules. National press and magazine advertisements will appear in the *Daily Mail*, *Daily Telegraph*, *Sunday Express*, *Radio Times*, *Reader's Digest*, *Choice* and *The Lady*. *Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.*

A-tissue

Bowater-Scott are offering banded packs of Scotties 100 sheet mansize boxes price marked at £1.19, (19p off two single packs). *Bowater-Scott Corporation Ltd, Bowater-Scott House, East Grinstead, W. Sussex RH19 1UR.*

Live it up with Labello

Smith & Nephew are promoting Labello lipcare with a consumer competition offering a weekend for two at Champneys health farm.

Consumers can enter through POS leaflets, and are asked to place in order of

priority statements about the product benefits, and complete a tiebreaker. For runners-up there are 20 haircare vouchers, worth £30 each and redeemable at Glenby salons in House of Fraser stores throughout the country. The competition runs until July.

A new display unit has been produced with a leaflet dispenser incorporated. *Smith & Nephew Consumer Products Ltd, Alum Rock Road, Saltley, Birmingham.*

Reckitt re-launch

Harpic are launching Harpic Freshmatic with blue and a Freshmatic refill and are relaunching the whole range with a new livery.

The Freshmatic with blue is designed to fragrance and foam the lavatory bowl say the company, and the refill is to encourage repeat purchases.

The new livery of diagonal lines is intended to give a modern look to the brand and emphasise the product's function. And this year the brand will be backed by a £3.5m promotional programme including £2m of media support. Distributed by: *Reckitt Products, Reckitt House, Stoneferry Road, Hull HU8 8DD.*

Out of the blue

Shulton are offering 56p off Blue Stratos aftershave lotion and 30p off antiperspirant, deodorant and stick deodorant until end of February. *Shulton (Great Britain) Ltd, Shulton House, Alexandra Court, Wokingham, Berks.*



Nine from Whole Earth

Whole Earth are launching nine new products and an organic version of their no-sugar-added baked beans.

Salad Dream is a range of three salad dressings: creamy nut, provencal herb, (both 300ml, £0.79) and oriental (300ml, £0.87). All three are produced without: preservatives, eggs, hydrogenated oil, xanthan gum, added sugar, or saccharin.

Joining the peanut butter range is three nut butter, containing hazelnuts, peanuts and almonds, made with apple juice and palm oil for a smooth texture.

The company's new range of burger relishes comprises tomato, cucumber and corn varieties (9½oz, £0.79), all without preservatives, colourings, modified starch, saccharin or added sugar.

Also new is a soft drink (250ml, £0.44p) in three flavours (Cola, orange soda and real lemonade), sweetened with apple juice all made with natural flavourings. Whole Earth claim theirs is the only Cola made without caffeine. The drinks contain no aspartame, added sugar or corn syrup solids, saccharin, artificial colours preservatives or antioxidants.

The final launch is red kidney beans in a no sugar added chili sauce, (£15½oz, £0.79) and the bean range is also joined by organically grown baked beans with no added sugar (15½oz, £0.57). The original beans are still available. *Whole Earth Foods Ltd, Cumberland Avenue, London NW10 7RG.*

In the pink

Sterling Health are offering consumers a Pink Panther "magical" mug featuring the slogan "When you're feeling off-colour, take Andrews".

The mugs, priced £2.50, change colour when hot liquids are poured into them. They are being offered through consumer magazines during February. *Sterling Health, 1 Onslow Street, Guildford, Surrey.*

The long wait is over...



...Evatest Blue 5 the end of the pregnant pause

For a long time now women have been forced to wait – 2 hours – 1 hour – 30 minutes (according to technical developments) to know the answer to that all important question – Am I pregnant?

Now the answer is just **five minutes** away with Evatest Blue 5, a new, accurate, reliable and easy to use five minute pregnancy test.

For your free trial pack of Evatest Blue 5 in its own individual point of sale dispenser, simply complete and return the Freepost coupon. Evatest Blue 5's R.S.P. is £6.60 (with our compliments). Future supplies of this brand new product offer a very attractive P.O.R. deal for you; and for your pregnancy test customers, the end of a long wait.

Complete this coupon and send it to (No stamp required):– TGL, **FREEPOST** WREXHAM, CLWYD, LL13 9BR.

Please send me a free sample pack of Evatest Blue 5 in its own P.O.S. display. (This offer is limited to one pack per pharmacy).

Name _____

Address _____

Postcode _____

Phone No. _____

Got anything for cystitis?

C&D's "OTC Update" series starts again this week with a look at cystitis. Are OTC treatments for this painful and potentially serious condition really worthwhile.

Cystitis refers to inflammation of the urinary bladder. In common usage, cystitis refers to a lower urinary tract infection (UTI) with the classical symptoms of dysuria, itchiness and urgency. But despite the often presumed bacterial origin of cystitis, in about half of those affected, bacteriuria (10^5 cells/ml) is not found.

Cystitis is common affecting up to 10 per cent of females. The incidence in males is much lower being no more than 2 per cent. The higher incidence in females has often been ascribed to the shorter female urethra and its closer proximity to the anus, making bacterial contamination more likely during sexual intercourse.

E.coli, which are normal colonic residents, account for the majority of the cystitis cases. *Proteus* and *Staphylococcus* species are also commonly isolated. More recent studies indicate that in patients with less than 10^5 bacteria/ml of urine, *Chlamydia trachomatis*, which is often sexually transmitted, may be involved. In women with cystitis associated with this organism, the pain is usually felt as the stream of urine makes contact with the inflamed vaginal labia — often termed "external dysuria". For the more usual UTI, the pain is felt to be inside the body — "internal dysuria". The presence of a vaginal discharge helps to separate the vaginal infection from the urinary infection.

Who should be referred?

Vaginal infections are best treated under medical supervision. Lower UTIs are more distressing than dangerous since sufferers show no persistent damage to the urinary tract even after repeated attacks.

Involvement of the upper urinary tract has more serious implications and patients with renal pain, nausea, vomiting, fever and haematuria should be medically assessed. Cystitis in children and in males should also be similarly assessed. Persistent and recurrent cystitis in a woman also merits further investigation although disappointingly, in most cases, the picture will be made no clearer. Cystitis patients with diabetes or who are on immunosuppressants will also need specialist monitoring.

Patients may seek advice from the

pharmacist because of treatment failure with prescribed medication. Such failures are unfortunately common with cystitis because of emergence or selection of resistant strains or species of bacteria. In such cases, microbiological sensitivity testing is required before institution of any new therapy. A guiding principle in the management of cystitis in the female is that recurrence is less serious than persistence of any single episode.

Other factors to consider

Treatment failure may be due to non-compliance and the symptoms of cystitis may be drug-induced and these should be excluded prior to further action. Bubble bath cystitis has been described and cytotoxic agents, in particularly cyclophosphamide, may also be responsible for the symptoms. Ammonium chloride at dosages occasionally used for the relief of premenstrual syndrome may lower urinary pH sufficiently to enhance the irritancy of urine.

Which non-prescription drug?

If a non-prescription agent is judged useful following a consideration of the factors discussed so far, then the choice is essentially between a hexamine-containing product or a citric acid salt. There is little evidence of the usefulness of cascara, buchu, bearberry or methylene blue (De Witts K&B pills) in the management of cystitis. Phenazopyridine hydrochloride (Pyridium) may alleviate pain and irritancy but the isolated reports of blood dyscrasia and liver toxicity suggest that the drug should no longer be first choice OTC.

Hexamine (methenamine) exerts its antimicrobial activity through activation to formaldehyde at low pH. A number of studies have shown that the drug is effective for the long-term prophylaxis of UTI and bacterial resistance does not seem to be a problem. Nonetheless, current expert majority opinion is that the drug should not be the antimicrobial agent of first choice for UTI.

On a non-prescription basis, hexamine is the only agent with a mode of action which enables it to eradicate an infection and in this respect it would be the best OTC agent available for cystitis. However, remaining doubts about the safety of formaldehyde and the apparent bacteriostatic activity of hexamine *in vivo*, particularly in the presence of urease-producing bacteria such as *Proteus* species, make its free recommendation unjustified.

If hexamine is recommended, it is

This is another in the series of 'cut out and keeps' articles on OTC topics by Professor Alain Li Wan Po, professor of pharmaceutics, The Queen's University of Belfast.

important to exclude formaldehyde sensitivity in the patient. Such sensitivity may be surreptitious and take the form of sensitivity to leather, washing-up liquids and insulation foams.

To ensure activation of hexamine, a low urinary pH is required. Any alkalinising agent will therefore interfere with formaldehyde generation. Consequently concurrent use of antacids, acetazolamide and large doses of effervescent tablets (eg ascorbic acid) should be avoided.

Citrates: Citric acid salts (Mist pot.cit., Effercitrate, Cymalon and Cystemme) alkalise urine and may therefore provide some relief in *E.coli* infections which make up the bulk of all UTIs. But such salts are inappropriate in the presence of urease-producing bacteria. However, except for bacteriological sensitivity testing and for the odour of ammonia in freshly voided urine, there is no way of differentiating such infections from *E.coli* infections.

The wisdom of administering a purely palliative product in the presence of an infection is also questionable. Nonetheless, in the presence of severe irritation a case can be made for such products. Such limited use, however, does not justify some manufacturers' widespread advertising.

In the elderly and in the presence of renal or cardiovascular pathology, an increased potassium load (Pot. Cit and Effercitrate) may lead to serious hyperkalaemia. The importance of a thorough drug history cannot therefore be over-emphasized. And sodium loads must be taken into account if sodium citrate (Cymalon and Cystemme) is used. Any advantage in using the sodium rather than the potassium salt is smaller than is often presumed.

Conclusion

Cystitis is a common condition which is difficult to manage because of recurrences and because of the emergence of antimicrobial drug-resistant micro-organisms. Recent surveys suggest that the majority of cases follow sexual intercourse and simple hygienic precautions are helpful although over-zealous use of antiseptics may be counter-productive. Patients whose attacks are clearly related to sexual intercourse should be advised to void the bladder as soon after intercourse as possible.

Although cystitis attacks are highly distressing, it is fortunate that the condition usually resolves with no serious sequelae. Individuals with recurrent attacks should try to increase fluid intake and to empty the bladder as completely and as frequently as possible. Two-hourly intervals are recommended. The wisdom of using unsatisfactory OTC products is questionable.



EXTRA SAFETY IN NUMBERS

NEW
18 PACK



durex
nu-form
extra safe
For safe and pleasurable sex

More and more of today's men and women are turning to the condom.

A fact reflected across the Durex range where 12-packs now account for over 75% of sales and Nu-form Extra Safe is firmly established as Britain's best-selling brand.

Nu-form, with its spermicidal lubricant is reassuringly reliable. And the obvious

convenience of a larger pack makes the introduction of Nu-form 18's a natural step-forward.

Distinctively packaged, and in their own display unit, Nu-form 18's will be available from January with a special customer holiday competition.

Now people will really be counting on Nu-form Extra Safe.

18 PACK

DUREX and NU-FORM EXTRA SAFE are Trade Marks of LRC Products Ltd
A member of the London International Group plc

Robinsons Baby Foods



New range



New good tastes
New bright boxes



...and me!

Now there are even more reasons why Robinsons Baby Foods earn a place on your shelves.

- The whole range now has extra flexibility, giving Mums more choice without taking up any more of your precious shelf space.

- Every meal now has a tasty recipe that will please the most finicky baby palate.

- The packaging has now been re-designed to be clear and attractive, with a simple healthy eating guide on every box.

There's a powerful new campaign featuring Spikey the hedgehog, that's guaranteed to bring more Mums into your shop asking for Robinsons Baby Foods.

- National Television will carry 40 second spots right across the country.

- Press, specially selected for young mum readership, will carry large space ads in full colour.

- Robinsons will be giving away millions of free samples to introduce Mums to the new range.

	GLUTEN FREE
	NO ADDED SUGAR
	EGG FREE
	MILK FREE



When it comes to choosing the right baby foods to stock and recommend all you need to know is Robinsons.... naturally!

The 1987 Coppertone range with natural tan accelerator.



Fast tanning, fast selling.

- Sales up 80% in 1986. • Breakthrough technology for 1987.
- £1.3m national promotional support. • No risk deal.

For further information see your Scholl representative or call (01) 253 2030.



A TAN FOR ALL SEASONS

This year is full of sun. It's proof. August 1986 showed an increased market value of about 250% — that's a 13 per cent volume increase over the previous year. And now there's a lot of sun prep, sun products and tanning being spent on advertising.

Chemists presently claim about 24 per cent of sales, with Boots the Chemists themselves taking 43 per cent. But it's concentrated on skin care — the important thing is reflected by the trend towards higher SPF's, and all year round foreign holidays — which account for over half of consumer purchases. This year could see bigger sales success.

Telling a tan and selling a sun prep:

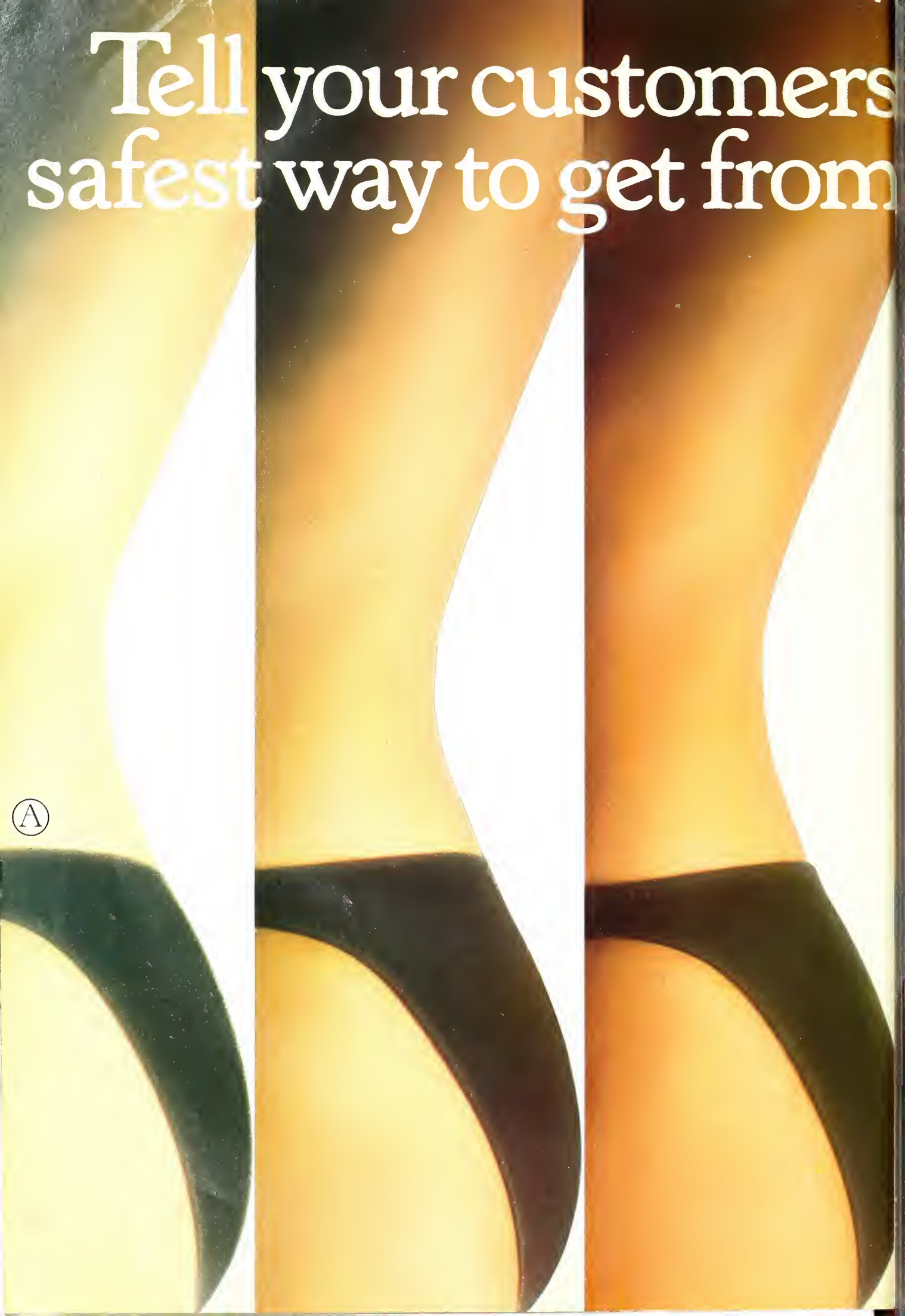
There are certain sun preps for certain needs. "One bottle of something cheap for the

While consumers book up holidays in the snow and bare all in far away sunshine, sun-prep manufacturers, still led by Ambre Solaire, are busy with products and promotions. And they're stressing that as things hot up in sun care, pharmacists should get a bigger piece of the action.



Tell your customers
safest way to get from

Ⓐ



he A to B.

It used to be simple. In the old days, all the customer wanted was a quick, deep tan, no matter what the damage.

Thankfully things have changed.

Nowadays, people understand that even the best quick tan will be fading before they touch down at Luton. They realise that by protecting their skin properly from the start, they can get a real, long-lasting tan. And importantly they are less likely to incur the serious damage that can be the result of irresponsible tanning.

At last, the customer seems to know what's good for her. All Uvistat products evolved from an ethical base and that's the difference.

Uvistat's strength lies in its broad spectrum protection against UVA, UVB and UVC rays.

Reformulated Uvistat Sun Screen can even protect extra sensitive skins and is a great help to anyone with small children.

Uvistat Sun Cream is a boon to even the most dedicated sun worshipper. With its strong moisturising action it protects the skin from the long term effects of exposure.

Uvistat have got the windsurfers covered too. Our Water Resistant Cream at SPF 8 and SPF 3 ratings will make sure they don't come home sore. And our medically indicated lip screen Uvistat-L should make a few people smile this year, particularly if they have a tendency to cold sores.

Of course, someone will still come to you after, rather than before having a good fry. Give them Uvicool, to soothe and moisturise. It will also help regular sun worshippers keep their tan longer.

With a range like this, whatever the weather, it should be a pretty hot summer for anyone stocking Uvistat.

UVISTAT®

Something for everyone
under the sun.



B

whole family" is no longer the case, and with increased awareness of skin cancer, it's no longer the desire of consumers. They need guidance about tanning and the best products to use. Sun-tanning products now account for about 79 per cent of volume sales, after-sun products 15 per cent and artificial tanners 6 per cent. "The wide range of products can be confusing, so taking time to advise will be beneficial to both them and your sales," say Roc Laboratories.

The reason why Chefaro sells Bergasol through pharmacies only, for instance, is because it's founder, a pharmacist, believed the related advice vital. Pharmacies have the ideal setting for this say Piz Buin: "Customers are looking for quality. If they've just spent hundreds of pounds on a holiday abroad, the relative price of a good sun-prep product is minimal."

Most sun-worshippers hit the sands covered in a low protection cream hoping to absorb a good amount of sun, and they intend to stay out all day to make the very most of it. Bergasol's Sally Hunt points out it takes at least 48 hours for a tan to show so it's dangerous to stay out till there's a change of colour — just topping up with cream is not a safeguard against burning. First exposure to the sun needs a higher protection factor, and then, once melanin has been stimulated to produce the tan, a lower SPF can be used.



Courtesy Ashe Consumer Products

Once forgotten...

Areas like shins, soles of feet, ears, chin, nose and shoulders need protection as they receive the full impact of the sun... but they're nearly always forgotten. RoC point out that clouds, the sea or even a beach umbrella are not suitable shields. Clouds do little to reduce the sun's potential, 40 per cent of UV radiation penetrates 20in below water and 17 per cent of the sun's rays reflect off the sand to catch one beneath the shade.

Water babies

Sensitive pale skin, along with the love of the sand and sea makes children particularly vulnerable. Parents should be encouraged to buy a water-resistant high protection factor product and advised not to forget the

vulnerable areas. Maws produce a range specifically designed for the young.

Seasons in the sun

Over a million Britons will go ski-ing this season. This growing market sector is now worth about £8m. Skiers need to be made aware that 85 per cent of the sun's rays are reflected off snow, and their burning potential increases at high altitudes.

This also means that more than ever sales are not dependent on British weather and Summer months. Some companies are now catering for the market, like Windsor's Uvistat ski-pro. What's needed is a high-protection cream, perhaps water-resistant for those who might spend more time in the snow than on the slopes, and a lip-salve to prevent chapping.

Come sun come snow...

What all this adds up to is products. Companies would like to see a pharmacist and her staff on hand to advise, and sun-preps presented clearly, with information leaflets, and alongside related products like sunglasses, plasters, antihistamine creams — so the consumer can satisfy all his holiday needs at once. While looking good on and after a holiday is still a priority, the sun-prep market holds great potential.



AMBRE SOLAIRE

Ambre Solaire, brand leaders with a 19 per cent volume share, show healthy growth in all three sectors of the tanning range. "And 1987 promises to be a year of activity," says product manager Liz Maddell. "Five new products are being added to our range, all in line with consumers' needs."

A natural pre-tan starter (£4.89, 125ml) is not a fake tan, she says, but a melanin stimulator, to be used three days before sunbathing, as well as during sunbathing in conjunction with a sun protection product. A new intense bronze gel (£3.55, 100ml) is designed to give the protection of an oil but without the greasy feel, as is the new after-sun cooling gel (£2.95, 100ml).

The high protection cream factor 10 (£4.99, 100ml) is being produced to fill the gap between factor eight and total block,

allowing a tan and offering high protection, says Ms Madell. And the fifth introduction, a protective sun-stick (£2.95, 10g) offers factor 8 protection and is ideal for vulnerable areas she adds.

"Next year we're coming back on national television, with a £1m package backed by Press support," she adds. "We are also running chemists' promotions which will include POS stands featuring tan planners, information leaflets and money-off coupons."

"We see Ambre Solaire as the authority within the sun-tan market. We continue to be committed to research — and want to put that message across, as well as stressing that fun can be had in the sun." Distributed by: *Goldon Ltd, 30 Kensington Church Street, London W8.*

ROC

Roc are launching a pre-tan lotion this year, and adding new products to their suntan, sunblock and after-sun sectors.

The pre-tan product (£6.95, 125ml), a first for Roc, is unperfumed and hypo-allergenic and will be highlighted in a new counter merchandiser, part of this year's support which also includes women's Press advertising and cross sampling.

The other new lines are an opaque sunblock 15 (£5.25, 50ml), a sun filter lotion SPF5 (£5.75, 200ml), moisturising sun cream SPF4 (50ml) and lotion SPF2 (125ml) (both £5.25), and after-sun lotion (£6.45, 200ml). A free 20ml after-sun lotion will be offered with moisturising sun cream, and the new moisturising sun lotion will come with a 6ml after-sun repair cream. *Laboratories Roc (UK) Ltd, Avis Way, Newhaven, Sussex.*

MALIBU

After last year's initial test marketing of Malibu, this year will see reduced prices and the official national launch.

The range of water-resistant oils, creams and milks across protection factors 2-8, plus the after-sun lotion, all now retail at £2.95, and will be backed by POS material and consumer promotions. Distributed by: *Cosmetics & Toiletries Ltd, 31 Wier Road, Wimbledon, London SW19 8UG.*

Sun protection factors can help in choosing the right product for a tan

Some facts about factors

Many suntan products now indicate the amount of sun protection they can be expected to afford the user by means of a sun protection factor or SPF. The SPF number usually ranges from 2 to 15 and sometimes up to 20. The higher the figure the greater the protection from sunburn that can be expected.

As a general rule of thumb the SPF indicates the length of time a person could expect to stay in the sun before their skin reddens. For example, if a person's skin normally becomes red within 20 minutes of being in the sun without any protection, then using a product with a SPF of 5 they should be able to stay out in the sun for five times longer before the skin becomes red; in this case 100 minutes.



NIVEA

Smith & Nephew, who claim Nivea to be the number two volume brand in sun care, are adding three new products to their 24 line range.

A new sun block (£2.49, 50ml tube) factor 15 and containing UVA and UVB sunscreens, is designed to give total protection from the sun. An after-sun soother with insect repellent (£2.39, 125ml bottle) is targeted at travellers abroad, and the third introduction is a lipsalve (£1.19) with a factor 12 protection.

The company is backing the range with a £150,000 promotional competition for a Suzuki soft-top car plus 600 prizes of beach towels. It will involve consumers identifying well-known holiday-spots and completing a tie-breaker, and will be featured on new two and four tier POS units. And a £400,000 women's Press campaign will back the brand from April until September, say *Smith & Nephew Consumer Products Ltd*, Alum Rock Road, Saltley, Birmingham B8 3DY.

However, it must be remembered that skin and skin types vary in their reactivity to the sun's rays; conditions of humidity, time of day and latitude (and therefore the intensity of the sun), perspiration, etc, will also vary. And all these factors can affect the performance of suntan products.

The SPF is usually determined by an *in vivo* technique, although at present there is no legally recognised standard test. The sun protection factor is taken to be the ratio of the ultraviolet light energy required to produce a minimal erythral dose or MED (ie a minimally perceptible redness in exposed skin) on protected skin, to the UV energy required to produce one MED on unprotected skin, ie MEDp/MEDu.

The test is usually done as a patch test on volunteers' skin using an artificial lamp to mimic the sun's rays. There are two main methods for the test — one American and the other German. They differ mainly in the amount of product applied, which is greater in the American test, and the lamp used.

Other methods of assessing SPF values of sunscreen agents include spectrophotometric analysis to determine

absorption characteristics of weak solutions of sunscreen compounds; absorption or transmission measurements through thin layers of sunscreen between quartz plates, and measurement of light scattered by product applied to epidermis from an animal or human cadaver. Of these methods the last is probably the one which gives results closest to those obtained from *in vivo* patch tests on human volunteers which themselves could be considered to be the more accurate method of determining SPF's. However, it can be argued that there are many inaccuracies inherent in the *in vivo* methods not least the fact that they do not completely reflect the true in-use situation.

Because of the design of the tests there will obviously be variation in results obtained. It follows that there is not necessarily an exact correlation between SPF's claimed for one product and those stated for others, particularly where different test methods have been used. But as a general guide many feel SPF's are useful.

In the US, suntan products have been categorised into so called product category *continued on p96*

RUBINSTEIN

Helena Rubinstein are adding a sun security cream SPF10 (£8.50, 50ml tube) and a weekend bronzer to their range.

The sun-security cream contains a moisturiser and is designed to be used in "sun shock" conditions, says the company. And the weekend bronzer (£7.95, 125ml) contains Premelanil Complex and Karite nut butter as well as a small amount of artificial tanner to guarantee a tan after two days in the sun, the company says.

The whole range will be supported by POS material. *Helena Rubinstein Ltd*, Central Avenue, West Molesey, Surrey KT8 0RB.

COTY

A prize holiday in Barbados is backing Coty's Sunshimmer products this year. The promotional competition will be featured in a national advertising campaign and in the women's Press in June and July, which in turn will be reflected in POS material.

And the company, which claims a 4.1 per cent volume share and a fifth position in the market, is adding a Factor 6 water resistant tanning lotion to the range (£2.70, 150ml), as well as a double-sized after-sun moisturiser, designed for family use (£2.95, 300ml). Distributed by: *Rigease Ltd*, PO Box 27, Brentford, Middlesex TW8 9DW.

SUNSET

Sunset's self-tanning cream (£3.15, 100ml) will now be distributed by local distributors rather than DeWitt International, a move designed to strengthen the service to independent pharmacists.

And the product is being backed by a promotional campaign including reader offers and competitions throughout the Spring and Summer in women's magazines such as *Looks*.

The company also offers a Factor 6 and 12 water resistant tanning lotion (£3.75, 250ml). *Sunset Marketing Ltd*, PO Box 25, Leyland, Preston PR5 2QX.



continued from p95

designations for example, — or PCD — each of which covers a range of SPFs: PCD 1 is a minimal sun protection product (SPF 2-4) offering the least protection from sunburn and permitting suntanning, and PCD 5 is an ultra sun protection product (SPF 15 and above) giving the greatest protection from sunburn and allowing no suntanning.

Some UK products also carry an SPF as well as the 'band' of protection the product falls into, eg minimum, moderate, maximum, etc.

Sunscreens work in one of two ways: they either reflect the sun's rays or absorb the portion that causes sunburn. Zinc oxide and titanium dioxide are examples of compounds that reflect the range of UV light responsible for sunburn. However, these are not generally used as suntan preparations because they are visible on the skin and therefore not thought of as "cosmetically desirable". Compounds such as para-aminobenzoic acid, salicylates, cinnamates, benzophenones and camphor derivatives, work by absorbing UV mainly in the range 290-320nm, or UVB region, which is accepted as the range of wavelengths mainly responsible for sunburn.

Some compounds eg benzophenones and anthranilates absorb part of the UVA spectrum (320-400nm) which is thought to

Skin type	Hair colour	Face/ Body	Sun exposure in UK and N. EUROPE		Sun exposure in MEDITERRANEAN AREA	
			Initial exposure SPF	Subsequent exposure SPF	Initial exposure SPF	Subsequent exposure SPF
Very fair, many freckles. Highly sensitive, always burns. Low tanning potential (inc babies)	Red	F	15 block	15 block	15 block	15 block
Fair skin with freckles. Burns easily, sensitive. Tans very gradually	Golden or reddish blonde	B	15 block	8	15 block	10 block
Normal skin, medium skin tone. Tans quite easily, sometimes burns	Blonde through to Chesnut brown	F	10 block	10 block	15 block	15 block
		B	8	5	10 block	8
		F	6	6	10 block	8
		B	5	2	8	5
Olive skin. Tans easily and rarely burns	Brown through to black	F	6	4	6	4
		B	4	2	5	2

This brief guide to which sun protection factors to recommend for customers has been provided by the technical department at Laboratories RoC (UK). Face and shoulders need extra protection, say RoC, because they take the full impact of the sun. And because the face is always exposed it will show the ageing effects of UV light first. More tanning tips from RoC and others are summarised at the beginning of this feature (p91)

be mainly responsible for suntanning (possibly by converting some of the melanin already in the skin to a darker form rather than stimulating melanin production as UVB is thought to do) without preliminary erythema or inflammation. However, UVA may also be able to augment the damage to

the dermis done by UVB rays through a synergistic effect. The UVC region (below 200 nm) can also cause skin damage but it is generally thought to be filtered out by the ozone layer in the upper atmosphere. However, it can be produced by artificial UV sources.

UVISTAT

Windsor who claim Uvistat to have a 6.1 per cent brand share, a 70 per cent increase in sales year on year and "number 2" position in pharmacies, are adding two new water-resistant products to their range.

The company attributes these results to increased concern over skin care, and to targetting towards all "concerned tanners" rather than just "problem tanners" as previously.

The new water-resistant creams SPF8 (£4.95, 100g) and SPF3 (£4.45, 100g) will replace Uvistat aqua. "The introductions are to meet the needs of the sporty," says product manager Jill Hathaway, "and our research also shows that consumers like its economy. There's no need to re-apply when coming out of the water."

Uvistat's sponsorship of Bristol University's ballooning club provides more unusual advertising; the orange spot logo is seen by thousands, they say, in television coverage of balloon races.

A £500,000 women's Press campaign includes a sampling offer with *Vogue* being used for the first time. A pre-packed POS stand and leaflets about tanning are also available. *Windsor Pharmaceuticals, Ellesfield Avenue, Bracknell, Berks RG12 4YS.*



LANASTING

Combe International are launching Lanasting, backed by £500,000 of television and Press advertising.

The product (£2.49, 75g aerosol, £1.99, 30g cream) contains a local anaesthetic and antiseptic; to provide instant relief from sunburn and insect bites, says the company. And it will be advertised during the Summer, say *Combe International Ltd, A.M.P. House, Dingwall Road, Croydon, Surrey CR9 2AU.*

ALMAY

Almay are offering their range of hypo-allergenic, fragrance and lanolin free products again this year. They claim last year showed a 40 per cent unit increase in sales, 50 per cent of which were in high protection factors. *Almay (London, New York), 225 Bath Road, Slough, Berks.*

HAWAIIAN TROPIC

Hawaiian Tropic are launching a new range of tan accelerator products, as well as extending their existing range.

The accelerators include a pre-tan activator, an after-sun tan extender and a solarium gel (all £6.95, 250ml).

They are also introducing a pump spray for factor 2 light oil which then needs no rubbing in.

The company claims to have maintained its brand share of 7 per cent over the last three years, and this year is supporting both the Winter and Summer products in women's and general interest Press, as well as their ski-protection range in ski magazines, with an overall spend of £450,000. A range of POS material is also available. Distributed by: *Network Management Ltd, 50 London Road, Brentford, Middx TW8 8JL.*

LANCÔME

Lancome will be adding two new products to their 11 line range, which presently includes pre-tanning, protection and tan prolonging products. The new bronzing gel SPF2 and water-resistant tanning milk SPF6 will be available to be on shelf on April 27, say *Lancome (England) Ltd, 14 Grosvenor Street, London W1X 0AD.*

SALES INCREASED BY 25%

KALMAK · LONDON S.E.1



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First impressions, were a feeling of space, continuity of stock (many customers thought we were carrying new lines!!) and a bright, clean atmosphere

There is now a definite customer flow, vision greater and more importantly sales and profit up".

KALMAK, LONDON S.E.1

Effective layout, Attractive Displays and the Right Environment can be achieved by a Professional Refit leading to increased sales, increased profit.

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COPPERTONE

Coppertone, now with a 7.5 per cent volume share, is poised to move up to number two market position with the launch of a new range of sun-care products, say Scholl. It will be backed by £1.3m of national television advertising between May and July.

All products now contain a natural tan accelerator, designed to speed up melanin with tyrosine and riboflavin. New products include a new pre-sun milk (about £3.95, 150ml) for use three days before sun-bathing, a mousse with SPF2 (around £3.95, 95ml aerosol) and, designed to prolong a tan, a gel with carrot extract (around £3.45, 100ml jar) and an ultimate sun milk (about £3.95, 150ml). *Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH.*



PIZ BUIN

Piz Buin, which Ciba claim to have a 4.2 per cent sterling brand share, has two new products in the range. As an alternative to oil they are launching a classic brown rapid tanning gel, as well as highlighter gel, designed to reflect the light and show off the tan, on or off the beach. Both products (£6.50, 100ml pot) offer factor 2 protection.

They attribute their successful growth to increased expenditure last year, after taking over from Colson & Kay, and their targeting at the foreign holidaymaker sector, of which they claim to have a 5.3 per cent brand share.

To capitalise on this they are backing the brand with a £500,000 advertising campaign in women's magazines from May through to September. *Ciba Consumer Pharmaceuticals, Wimblehurst Road, Horsham, West Sussex RG12 4AB.*

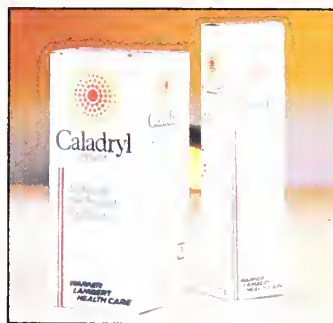
UVAMED

Claude Benton, who claim the number one position in the solarium cream market, are introducing a new form of their Uvamed cream incorporating collagen. This new product (£9.95, 125ml) features alongside the company's sun-mist UVA gel and bronzing cream. *Claude Benton Ltd, 102 Thorpe Road, Norwich NR1 1BA.*



TROPICANA

Thomas Christy will continue to support their Tropicana sun and self-tanning products with promotions this year, having achieved a 1 per cent unit share in 1986, the first year of production. *Thomas Christy Ltd, North Lane, Aldershot, Hants.*



CALADRYL

Warner-Lambert will continue to support Caladryl, which they say claims a 25 per cent volume share of the sun-burn remedies market, with advertising and promotions this year. Available through pharmacies only, the cream and lotion (£1.59) are calamine based and relieve burning, say *Warner-Lambert Health Care, Southampton Road, Eastleigh, Hants SO5 5RY.*



VICHY

Vichy will continue to offer their pharmacy only range of artificial tan, sun protection and after sun products in 1987. *Vichy (UK) Ltd, 15 Nuffield Way, Abingdon, Oxon OX14 1TJ.*

KANEBO

Kanebo will continue to feature its sun protection range this year, and are adding new shades to the full protection compact SPF15. *Kanebo Division of OBL Manufacturing Ltd, Bone Lane, Newbury, Berks RH14 5TD.*



BERGASOL

Chefaro are adding an intensive tanning lotion and cream, both including a newly patented accelerator, to their Bergasol range. "I anticipate these products being our best sellers this year," says Bergasol's product manager Sally Hunt, who says the lotion SPF3 (£6.25, 125ml) and cream SPF3 (£4.25, 50ml) stimulate melanin to give a natural tan.

1986 saw no new Bergasol products and the company's market share decreased to 11 per cent. "We increased business, but the market increased faster and there was an increase in media support," says Ms Hunt. "Consumer spending has diversified and last year's poor Summer also affected sales."

The range is available with advisory leaflets, and will be backed by consumer promotions and advertising. *Chefaro Proprietaries Ltd, Science Park, Milton Road, Cambridge CB4 4BH.*



MAWS

This year Maws are introducing a pre-formed plastic tray for the sun preparations range which will carry their new lip screen (£1.15 factor 3) as well as six of each of their other products.

The range is developed for youngsters but the company says the high factors and water resistant properties of the products make them suitable for the whole family. Distributed by: *Ashe Consumer Products Ltd, Ashtree Works, Kingston Road, Leatherhead, Surrey KT22 7JZ.*

ARONDE

Columbia Products are featuring the Aronde range (all at £2.50) this year, supported by POS material and a complimentary beach bag (£4.95). *Columbia Products Co Ltd, Sherbourne Avenue, Ryde, Isle of Wight PO33 3PX.*

Space age labelling?

Those members who take the trouble to keep up to date through the various journals will be aware of the Council Statement which requires that pharmacists comply with Appendix 4 of the BNF (Cautionary and Advisory Labels for Dispensed Medicines) from January 1.

This does not mean that each of the 28 recommended warnings has to be included on every labelled medicine, for Appendix 4 does allow for the exercise of professional discretion. The Society has sent cards to members laying out the additional warning label numbers relative to the majority of prescribed medicines as an aid to rapid reference.

There may be times when it is prudent to omit one or more of the labels for a particular patient or where computer systems are unable to cope with certain medicines which attract a number of additional label wordings. An example of such verbose wording is Deteclo, which most systems will not accommodate and where, on the best of computer hardware, the four additional warnings called for result in the generation of two container labels. Here it will be necessary to exercise discretion and either use supplementary slip labels or decide the priorities.

My own extremely rapid Park system has, in the past, only generated two warnings and, although there is an amended program available, because of the problem of available label space I shall leave it as it is and, where necessary, add the small slip labels. Certainly the idea of two computer container labels leaves me cold.

Council was mindful of the need to progress in requiring pharmacists to adopt the BNF additional warning and advisory wordings without generally involving the expense of new hardware.

J.M.Brunt
Brandon, Suffolk

Oh, doctor . . . !

Pharmacists supplement their income from professional work by selling hair sprays, deodorants etc. I for one would raise no objection if Dr Roberts of the Dispensing Doctors Association did the same.

It is because the good doctor can see no significant difference between the sale of shampoos and the dispensing of medicines that I wonder if he is the best person to take over the work for which I was specifically trained.

J.B. Paige



Pharmacist Donald Hodgson is the winner of the Roche competition for the best Winter window display of Redoxon. Mr Hodgson (right) of Alexander Gibson chemists in Bradford is pictured here receiving his prize Christmas Hamper from Roche consumer products representative Derek Whittaker (left), and with his assistant Joyce Britton and Roche area manager Chris Sutton

Well done!

I am sure there must be many occasions when outstanding services provided by drug companies and wholesalers go unrecorded. One such service performed for me ensured that a patient received his treatment and a supply of his tablets to continue treatment while on holiday abroad.

I sent an order to Parke-Davis which unfortunately reached them too late to guarantee delivery by Data Post, but transport was arranged from Pontypool to ensure that the tablets were received at my pharmacy before 10.30am the following day. The delivery van left Pontypool at 5.30am to reach my pharmacy in time.

I was very impressed not only by the excellent service, but by the willingness of those concerned to see that my problem was solved. There was no pressure on my part, and I was left with the impression that here was a service geared entirely to the needs of the pharmacist and the patients he serves.

My grateful thanks to all concerned.
John Davies
Wiveliscombe, Somerset

C&D 'essential and valued'

As I have now retired after completing 32 years as community pharmacist in Bishopsteignton, might I just say that as a regular subscriber to this journal since 1954, it has provided an essential and highly valued source of information of great assistance to me in both maintaining and improving the pharmaceutical service I have been able to provide for this community.

S.T. Bond
Teignmouth, Devon

Marketing hot spur?

The anguished letter from A. Jackson, manager of B-D Consumer Products, made appealing reading in your December 13 issue. The picture it paints of a perfect marketing plan perfectly executed, resulting in many eager customers desperate to buy, is certainly a remarkable one. But here, as elsewhere, there are two sides to every story, and I have my own problem with the B-D digital thermometer — a problem which was regrettably not mentioned by Mr Jackson in his letter.

When the product was launched, I decided to support it positively, for reasons of which he would surely approve — it seemed a good product, from a company worthy of our support. So I obtained an outer, and placed in in a very prominent position. As a launch promotion, I even priced it significantly lower than the standard price. That price and positioning still applies, nearly four months later.

My problem is that despite his perfect plan etc, backed up by my own small efforts, I have yet to sell one! So, the next time he receives a shoal of mail from people desperate to know where they can obtain this latest wonder, perhaps he might care to point a few of them in my direction. Even one or two potential purchasers would be welcome.

R. D. Dudley
Wellington, Somerset

Trust for sales reps' children

There must be many sales representatives who are unaware of the existence of The Royal Pinner School Foundation, which is an educational trust set up for the purpose of assisting by means of grants and awards the education, up to the age of 25, of sons and daughters of sales representatives where the family has suffered adversity.

The majority of children assisted attend local state schools, colleges of further education, university or special schools and financial assistance is given towards school clothing, books, tools, school trips, field courses, music, etc.

If any of your readers would like to have further information I would be pleased to send them, on request from 110 Old Brompton Road, London SW7 3BR, a copy of our leaflet.

S. Thurtell
Secretary
The Royal Pinner School Foundation

Unit sales up just 1pc in Sept/Oct

Only a slight rise is shown in unit sales for the 39 products in Nielsen's drug index for September/October. The index shows sales up just 1 per cent, compared with the same two-month period in 1985. The products dealt with are sold through pharmacies and drug stores.

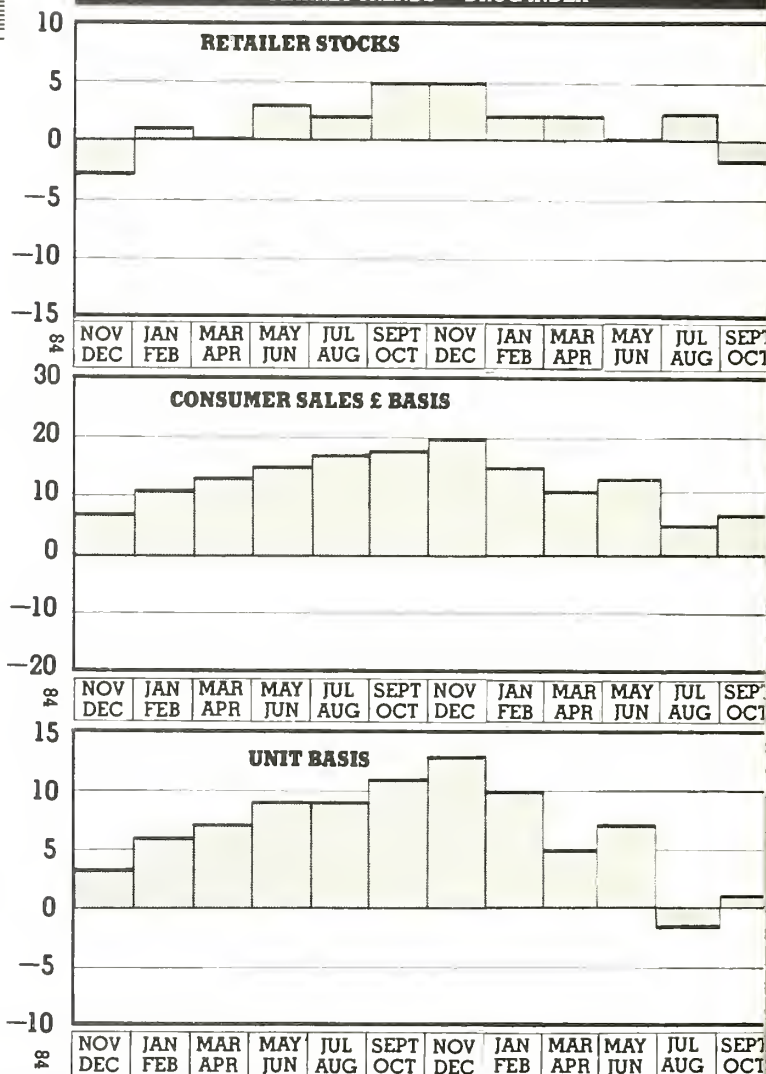
This growth — 10 per cent down on the increase shown in September/October of last year — produced a 7 per cent rise in consumer sales. These had reached a peak growth rate in the year-on-year figure for November/December 1985, when sales went up 20 per cent compared with the year before. And sterling sales for September/October 1985 were up 18 per cent on 1984.

The slow growth in unit and sterling figures meant a drop of 2 per cent in retailer stocks for September/October. Stocks had seen a rise of 2 per cent in July/August, compared with the previous year, and no change in May/June's year-on-year figure. Figures showing how pharmacy sales are split between NHS prescriptions and over-the-counter trade now reveal the situation in January/February of this year. Sales then favoured NHS scripts by 63:37.

The full year trend for 1985 showed a 66.6 per cent weighting for NHS scripts, with total sales standing at £2122.1m; £1412.9m for NHS and £709.2m for OTC products. In January/February 1986, NHS scripts stood at £246.3m, with OTC figures at £146.8m. The total of £393.1m represents a +8 per cent change on the equivalent period a year before. For November/December 1985, sales were £238.4m for NHS scripts and £117.2m for OTC sales; a total of £355.6m and another +8 per cent change on 1984.

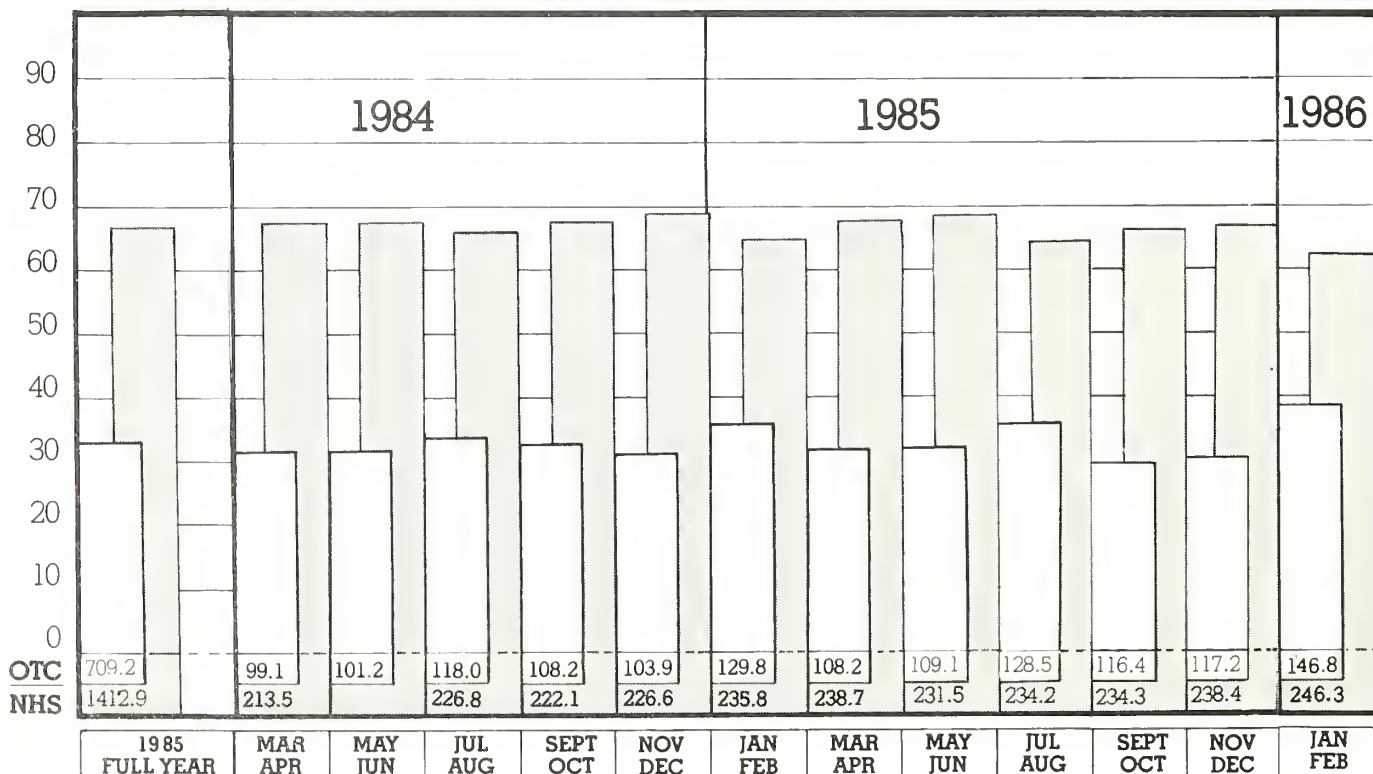
PHARMACIES & DRUG STORES

MARKET TRENDS - DRUG INDEX



OTC v NHS £% SHARE OF PHARMACY TURNOVER

DRUG INDEX





PHARMACY ECONOMICS

by Eric Jensen, B.Com, MPS, MInstM

Money isn't everything

Supervision and interest: Some experts in staff relations consider that the quality of supervision is one of the most powerful influences on the contentment of employees. Naturally the degree and type must depend on the individual concerned.

Supervision is one facet of interest, and interest from the owner and/or by a superior is almost invariably appreciated by staff. Experiment has shown that sincere interest in the well being of employees, even in the absence of *tangible* demonstration of such interest, can act as a strong incentive.

Interest should, where necessary, be backed-up by practical action. I still recall with gratitude the offer of financial help made to me by my apprentice-master when my father died during my articles.

Time-off, leisure, holidays: A cursory glance at the advertisements aimed at attracting staff, qualified or not, shows that salary is by no means the only incentive. Advertisements often claim, without specifying salary, "five day week", "four weeks' holiday", "five day week with no Saturdays", "Saturday half day", and so on.

Unsocial hours

Times have changed since pharmacies were normally open from 9am to 8pm, but what many still consider the "unsocial" hours of retail business can be a deterrent in obtaining staff. The value of small concessions, such as releasing juniors where possible when a task has been completed ahead of time or when things are quiet, is not always fully understood. An extended lunch "hour" or an unexpected hour off is a way of cementing loyalty.

Security: Millions of people, especially when jobs are scarce, rate security of employment with a fair wage more highly than more pay in work of a riskier nature.

Companionship: Many men and women seek at work a companionship they lack elsewhere. Others want a continuation of happy home conditions.

A pharmacy with a good team spirit is likely to be more successful in business and in attracting new staff of the calibre needed for its special requirements. The psychological atmosphere is most important and great care is essential when engaging any new member of staff. Compatibility can be crucial.

Associated with companionship are sporting and similar facilities. The large businesses in pharmacy might be more ambitious, but the private concern can work through the local branch, joining in social/sporting occasions, or might arrange an evening of darts in a suitable venue!

These days pay is not everything in a job: there are a good many non-financial incentives employees can be offered which will help increase job satisfaction and improve productivity. Here we consider just a few.

Training: Many people are keen to improve their knowledge and thus increase job satisfaction, pay, and security.

There is almost no excuse for a pharmacist to have poorly trained staff. An abundance of courses, books, articles in the pharmaceutical Press and elsewhere, lectures, distance learning, and so on, is available. Training can pay rich dividends, but when someone returns from a course the boss must show genuine interest in what has been experienced and make sure the trainee is given the chance to apply the new knowledge. Follow-up is almost as important as the training itself.

Change and variety: One person's incentive can be another's disincentive. Any change in job or conditions might disturb one employee whereas a colleague may welcome something novel and be quickly bored by repetitious tasks.

We should distinguish between change and uncertainty. Uncertainty generally has unpleasant connotations, while change can take place within an overall pattern of reasonable certainty. An assistant can have many different jobs to do within the security of employment in the pharmacy.

Job satisfaction: This is closely linked with training, which can increase capacity to give service, a capacity many workers desire. Those who are happy and fulfilled in their daily employment tend to be much more productive, so the employer who is concerned with the all-round welfare of staff is likely to have a more profitable pharmacy, other things being approximately equal: and sometimes even where "other things" are biased against him or her.

Prestige: Most people prefer to work for a pharmacy with a good name and reputation. Prestige rests also on position and title within the pharmacy. The title "proprietor" or "manager" or "superintendent pharmacist" speaks for itself, but it is good sense to see that other staff members have a clearly defined role and identify. Titles are highly valued: to be named as "head of the

cosmetics department", or as "buyer of toiletries" inspires pride in performance. Prestige must be earned and is not conferred only by a title: the boss must ensure, by thorough training, that any title has been deserved, that it is "meaningful".

Seeking potential

Absorbing work: Idealism should not lead us to imagine that every worker wishes to sink him or herself in the job to which they have been appointed. In industry particularly there are occupations where the employee can become an automaton and daydream the hours away. There are not so many jobs in retailing where this applies, and very few in pharmacy.

While it is unfair and unproductive to try to extend "plodders" beyond the range of their vision, it is important not to view someone prematurely as unimaginative and uncreative, as many people merely need awakening to their own potential. An employer who can detect talent ripe for development will develop his or her pharmacy along with its employees.

Prospects: The training pharmacists receive encourages them to look ahead to the long-term results of their decisions. The prospect of a progressive career, with clearly defined steps to promotion, with increased pay and prestige, is a well publicised incentive. And it is associated with training and other incentives, for instance suitable recognition of ability.

Freedom: One of the great strengths (and sometimes a weakness) of pharmacy is the individuality of its members! As a general rule, anyone employing a pharmacist should take care to provide him or her with the maximum freedom to exercise personal judgement. The present climate in pharmacy calls for initiative, imagination and flexibility — qualities exercised most effectively under a minimum of constraint.

Naturally there are those who prefer to work under conditions where they have a minimum of decision-making. Each proprietor must decide which type of personality is more likely to help the pharmacy prosper.

Environment: Here there are three aspects: physical, mechanical and psychological. Many of the physical elements are covered by laws of hygiene, etc. Under the mechanical aspects we should bear in mind that most people prefer to work with up to date equipment. As to the psychological, if human relations are right most other problems can be overcome: here incentives play a key role.

Telecom drop priority repairs for pharmacies

Pharmacists will lose their free priority phone repairs from British Telecom this April. Along with doctors, hospitals and other customers, including the electricity and gas boards — pharmacies will now have to pay for one of four "ServiceCare" options.

These options are:

- 1 "Standard Care" — paid for under the line rental system. This service only operates between 8am and 5pm — and not on Bank or public holidays. Under this option British Telecom guarantee a response by the end of the next working day.
- 2 "Prompt Care" costs an extra £3 per quarter — excluding VAT — for each exchange line; plus 80p for every phone. This runs from Monday to Saturday between 8am and 5pm, and promises a response within four hours.
- 3 "Total Care" comes at an extra £10.45 per quarter. This is the round-the-clock option, again promising a four-hour response.
- 4 "Custom Care" is specially tailored to individual needs; the price varies

according to the service.

A cut-price package is being fixed up with the DHSS to cover the NHS, but BT spokesman Derek Wilson did not know if pharmacists would be included in the deal.

The scheme has already met with objections from the Office of Telecommunications. BT have had to agree to a half price introduction to customers opting for the extra charge schemes. And free priority is being retained for the chronically ill and disabled, and 999 emergency lines.

According to Mr Wilson, the extra costs are meant to avoid discrimination. "Our difficulty is that under BT's licence, we're prohibited from showing undue preference to any customers. By providing a free priority service to these people, we would be showing that preference. If a particular pharmacist wants priority he can get it. But he will have to pay for it."

No figures were available showing planned savings, said Mr Wilson, and BT would not discuss customers' responses to the proposed scheme.

Unichem concern on Consumer Bill

A new clause has been demanded to protect pharmacists from law suits under the new Consumer Protection Bill.

Unichem chief executive Peter Dodd called on the Department of Trade and Industry to "make it clear beyond doubt that a pharmacist cannot be held responsible for manufacturers' products dispensed by him".

The demand comes in a letter to Lord Lucas; a copy has gone to Baroness Trumpington at the DHSS.

Mr Dodd is worried that dispensing pharmacists could be sued by patients suffering "damage" after taking medicine. This could happen because of the clause shifting liability onto anyone putting their name or mark on a product and holding themselves to be the producers. The Bill was introduced into the Lords on November 19; the section on liability must be implemented by July 1988 under a

European Court directive.

Mr Dodd points out in his letter that under the 1968 Medicines Act pharmacists must put a label on medicines noting where they were dispensed. Ethical goods will still carry details of the dispensing chemist when OPD comes in.

The solution offered by Mr Dodd is a sub-clause saying that the Bill's relevant clause will not apply to pharmacists using their names under the Medicines Act or any other acts.

When the Bill first came out, the National Pharmaceutical Association expressed doubts about the same clause and started talks with the DTI and DHSS (see also C&D November 29, 1986, p939)..

Boots are exercising stricter controls over the way customers try out cosmetics in their shops. Potential buyers have always been discouraged from trying lipstick testers on their lips instead of their hands, but staff have been asked to now throw testers away if used on customers' lips.

The new moves have not been prompted by fear of AIDS, a spokesman said, but by a general concern for better hygiene.

NEDO to beef up small firms

The National Economic Development Office has launched a guide to corporate venturing, a business strategy aiming to combine the entrepreneurial drive of small firms with the financial and marketing muscle of larger companies.

The large company usually takes a minority equity shareholding in the small, and sometimes external finance from a third party — such as a venture capital fund — is also involved. The small company gains access to wider management expertise and increased credibility in the marketplace, while usually retaining control of the business. The large company gets the benefit of new ideas.

The NEDO guide describes the different forms of corporate venturing, its potential problems and some case studies. NEDO is also planning a series of regional conferences, the first of which will be in London on January 27, and is considering setting up a national register of companies interested in corporate venturing.

"Corporate venturing: A strategy for innovation and growth" (£5), National Economic Development Office Books, Millbank Tower, London SW1P 4QX.

'Animal-free' worth more

Cosmetics which aren't tested on animals are worth paying more for, according to over half the women questioned in a Yorkshire Television survey.

The vast majority of people asked in the region — about 79 per cent — were against testing of products like shampoos for irritation on animals. And over 50 per cent were prepared to pay extra for goods not tested that way.

Value for money and quality were the two most important factors found by surveyors Yorkshirescan — listed by 87 per cent of women. Three-quarters of women wanted familiar brands, but image came low on the list.

Around two thirds of the people asked were keen to keep up-to-date on health and beauty matters, most choosing newspapers and magazines as their main source of news.

Pharmacy move for analgesics

OTC analgesics are being increasingly purchased from the pharmacy, says the latest Mintel report on the £103m (rsp) OTC analgesics market.

In recent years there has been a trend back to the pharmacy, and current trade estimates put the pharmacy/drug store (including Boots) share by value at 64 per cent (Boots, 25 per cent), with grocery multiples holding around 33 per cent and 3 per cent share for other outlets.

Since 1981 the market has remained stable despite a highly competitive trading environment reports Mintel, and competition is likely to remain intense as leading analgesic brands lose ground to own label products. Their rapid growth rate (25 per cent by value in 1983 to 33 per cent in 1985) is due to price difference, says the report.

The introduction of ibuprofen in 1983 began a restructuring of the market which is still in progress. The general consensus among the trade is that it has boosted the market, and helped to increase sales, but at the expense of other leading branded analgesics. Ibuprofen's current 6-7 per cent share will remain stable, says the report.

Aspirin-based analgesics were all adversely affected by the withdrawal of junior aspirin products from the junior analgesic market (worth £4m rsp) in June

1986 after a suspected link with Reye's Syndrome. It is early days yet, but industry sources are reported to believe the withdrawal will have a short-term effect.

Aspirin and paracetamol products continue to hold the major share of the market (92 per cent by value) with the remaining 8 per cent split between ibuprofen and the stronger combination products. Mintel highlights the growing trend among consumers to use stronger analgesics, usually combination products.

In presentation terms the tablet dominates the market (74 per cent share by value), with soluble analgesics accounting for 21 per cent, and capsule products 5 per cent.

Advertising expenditure on OTC analgesics fell by 19.4 per cent between 1984 (£13.9m) and 1985 (£11.2m).

Leading brands Anadin, Disprin and Nurofen accounted for 44 per cent of total analgesic advertising in 1985. All major brands continue to receive consistent advertising and promotional support which makes this market very expensive for new companies and brands.

For the future the report says the market will increasingly segment into three main sectors, aspirin, paracetamol and ibuprofen, with paracetamol likely to become the most popular. Advertising investment is forecast to increase considerably with new brands and line extensions. The market will receive an added boost from continued moves to self-medication, concludes the report.

Copies (£70) available from *Mintel, 7, Arundel St. London WC2R 3RD.*

Roussel face court costs of £93,000

Multinational Roussel, fined £20,000 in December for placing misleading advertisements for an anti-arthritis drugs, was last week ordered to pay £93,000 costs to the Department of Health, which brought the prosecution.

Roussel, based at Denham, Bucks, a subsidiary of the West German Hoechst organisation, was convicted at the Old Bailey of offences relating to advertisements in the *British Medical Journal* for the drug Surgam.

Roussel's medical director, Dr Christopher Good, was also fined £1,000 for "consenting to and conniving with" the advertisements. His costs for the three-week trial have been met by a medical defence group.

Judge Brian Capstick, QC, at the Old Bailey last week ordered that Roussel should pay part of the Department of Health's costs. He also directed that £70,000 of the £137,000 costs incurred by Roussel should be paid out of public funds. He said he was taking this course because the company had been cleared on ten out of the 20 charges it faced.

Backing for Patents repeal

The Government is backing the Private Member's Bill introduced by Lord Northfield (Labour) to repeal the Licence of Right provisions of, the 1977 Patents Act.

Moving the second reading of the Patents (Amendment) Bill in the Lords on Monday, Lord Northfield said: "This is an immense and growing deterrent to research and development in this country."

He refuted suggestions that the whole generics industry was opposed to the Bill. One of the most reputable generic companies had recently made it clear that the industry was fully behind the repeal of the provisions, he said.

Viscount Craigavon (independent) argued that the effective cut-off date should be changed from December 17, 1986 — the date the Bill was published — to one which took effect after the Bill reached the Statute Book. Lord Northfield said that this would be considered during the committee stage.

Safeway 'not right' for Tesco

Tesco have pulled out of the bidding for the UK Safeway stores being auctioned off this month. (See C&D January 10, page 61).

Just days before the expected deadline for auction bids, Tesco were believed to be strong contenders along with Argyll, but have decided the chain doesn't fit in with their superstore plans.

In a statement issued last Tuesday the company said it was difficult to justify the larger goodwill figure anticipated by the US sellers, and they added "both Safeway and Tesco have successful small stores. We want stores with more customer convenience . . . it is not the right acquisition for us."

Out of 132 stores, said the firm, only 20 to 30 match Tesco development criteria. This is about the number of Safeway stores with pharmacies — a factor believed to be

attractive by some city analysts. But Alan Tringham told *C&D*: "We did put pharmacies into a few larger stores but this reflected the overall site and facilities rather than specific components."

There had been speculation that the Monopolies Commission would move in on any bid by Tesco, who held about 13 per cent of the food retailing market. Mr Tringham denied that concern over this had led to the firm pulling out and said the decision was purely strategic.

For Eyes eyed?

American optics chain Coopervision are rumoured to be heading for their first UK takeover since the beginning of the year.

Talks are being held with the South-East optical shop chain For Eyes, and, according to a *Financial Times* report, may lead to the firm being added to Coopervision's acquisition list.

COMING EVENTS

IPMI talkers in Majorca

The speakers at the 23rd annual conference of the Institute of Pharmacy Management International in Majorca (February 28-March 7) have been announced.

They include: Professor Sir Abraham Goldberg, chairman of the CSM 1980-1986; Dr B.A. Wills, chief pharmacist at the DHSS; Mr Alan Smith, chief executive PSNC; Mr Peter Worling, managing director of Vestric, and Professor George Teeling Smith, director of the Office of Health Economics.

Conference fee is £310 which includes return flight, hotel and social programme. Non-members are welcome. Details are available from: Dr I.F. Jones, 49 Hallas Lane, Cullingworth, Bradford BD13 5BN.

Manday, January 19

Barnet Branch. Pharmaceutical Society 8pm, post-graduate medical centre, Barnet General Hospital
Joint meeting with Enfield & District Branch, Professor J. Spencer, Chase Farm Hospital on "Pharmacy education after Nuffield"
Harrow and Hillingdon Branch. Pharmaceutical Society 7.30pm, clinical Lecture Theatre, Northwick Park Hospital, Ms Sally Spurrell on Drug Concern

Tuesday, January 20

Fife Branch. Pharmaceutical Society 7.45pm at Anthony's Hotel, Kirkcaldy, Dr G. A. Smail, University of Strathclyde on "Antifungal therapy".
West Metropolitan Branch. Pharmaceutical Society, the Chelsea School of Pharmacy, Manresa Road, London SW3. Professor E. Karol Sikora, director of radiotherapy and oncology, Hammersmith Hospital on "Monoclonal antibodies in the treatment of Cancer."

Wednesday, January 21

Barking and Havering Branch. Pharmaceutical Society 7pm at May and Baker Ltd, Rainham Road South, Dagenham. Prof J. D. Phillipson, School of Pharmacy, London on "Drugs from plants".
Gwent Branch. NPA 8pm, The Commodore Hotel, Llanynavon, Cwmbran. Mr T. P. Astill, director of NPA on "Towards the 90s".

Liverpool Branch. NPA & Manchester. Salford & District NPA joint meeting at 7.30pm at Lord Daresbury Hotel, Warrington. Mr Peter Boardman of the National Prescription Research Centre, and Miss Anita Benn, administrator, on "The problems of the Drug Tariff — and pricing prescriptions at the Bureau"

Thursday, January 22

Bedfordshire Branch. Pharmaceutical Society. 8pm, Bird-in-Hand, Henlow Camp Crossroads, on Hitchin Bedford Road. Mr Nick Wood, member of Council, on "Through Nuffield and beyond".
Glasgow and West of Scotland Branch 7.30pm Burns Supper in the Dining Room of the Function Suite, Western Infirmary, Glasgow.
Hull Pharmacists' Association 7.45pm at the post-graduate Centre, Hull Royal Infirmary, Anlaby Road. Hull. Mr A. G. Arnold on "Asthma".
Wirral Branch. Pharmaceutical Society and Birkenhead & Wirral Pharmacists' Association 8pm, post-graduate medical centre, Clatterbridge Hospital, Mr Peter Bird on "The Mary Rose"

Friday, January 23

Slough and District Branch. Pharmaceutical Society 7.30pm, The Walton Cottage Hotel. A working dinner with PSGB assistant secretary Mr Bruce Rhodes.

CLASSIFIED

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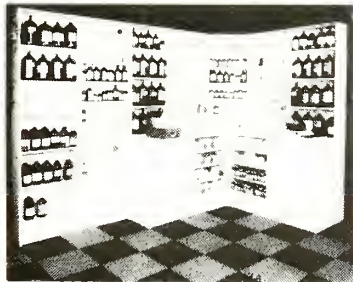
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APPROVED



It's the business for Nia

Nia Williams has been appointed Business Editor of Chemist & Druggist.

Originally from Cardiff, Nia a fluent Welsh speaker, obtained a first class honours BA in History from the University of Exeter. After a year's journalism course in Darlington and a spell at Parkinson's Disease Society; Nia joined *C&D* in June 1985 and has been Business Reporter since June last year.

Coping with the big freeze

Wholesalers and pharmacists have been battling against Arctic conditions this week.

The Isle of Sheppey was particularly badly affected, with the worst weather for 40 years and snowdrifts 2-3 ft deep. Sheerness pharmacist Mr D. Wadhvani told *C&D* on Tuesday he had had no deliveries from wholesalers since the previous Saturday. He was running out of fast-moving medicines such as antibiotics. He was operating a "skeleton service" from 9am to mid-afternoon, instead of the usual 9am-7pm, so he could walk home to Minster-on-Sea in the daylight. He had never experienced such severe conditions in his 12 years at Sheerness.

The Isle of Sheppey was the only place — together with two dispensing doctors in rural Kent — Vestric's drivers were unable to reach. Otherwise, on Monday Vestric managed to supply half their customers in the South of England with two deliveries and the remainder with one delivery. Kent was the worst hit and deliveries elsewhere were as normal, a spokeswoman said. By

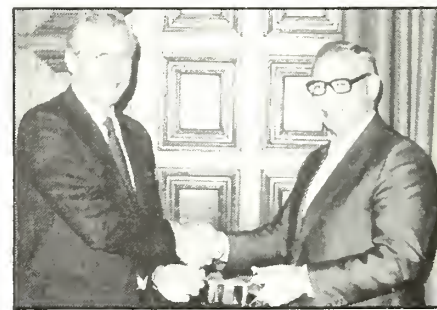
Tuesday the vans were going out with two drivers instead of one-armed with a shovel — and Land Rovers were being hired in case conditions deteriorated.

Unichem told *C&D* on Tuesday that they were delivering as best they could from most of their depots and the vast majority of pharmacists had had at least one delivery. Vans had been getting through in all but the most impossible places but pharmacists were being asked to restrict orders to things they need immediately rather than supplies they might not require for a couple of weeks. One Unichem van went from Leeds to Hull only to be turned back on the city outskirts by the police. Another travelled 90 miles from Exeter to Bristol succeeding, said Unichem, where the local wholesaler could not.

Macarthy's too seemed to be coping well. The East Grinstead depot reported on Tuesday that almost all their customers had had at least one delivery on Monday, and that everyone should have had one on Tuesday. In Wembley it was almost "business as usual" with London being let off lightly as far as the snowfall went. Depot manager, Mr Roger Lamb, told *C&D* there had been no disruption to deliveries.



Pharmacist Mohammad Sadiq presents Vestric's Bristol manager David Kern with a cheque for £100 towards the CARE charity. Mr Sadiq raised the money for Vestric's Care Bear promotion, aimed at helping mentally handicapped people, at a Christmas staff party



Mr Dodd, chief executive of Unichem, awards the trophy for best salesperson of 1986 to Brian Jones at the annual salesforce conference. Mr Jones, who covers the Kent area, has been with Unichem for eight years.

APPOINTMENTS

Shulton shuffle

Several promotions have followed Shulton's restructuring of their salesforce.

Marketing director David Campbell now has a combined role as sales and marketing director (Hugh Jackson, previously sales director, has retired). Chris Crowden-Naylor is promoted to sales manager, and Ian Buchanan becomes the marketing manager.

The sales team is now divided into four units — one for Boots; one for independent chemists (20 strong); one for multiples and drug stores and a division for department stores.

Shulton's American parent Cyanamid are selling their fragrance and skin care subsidiary, including the Grey Flannel fragrance (see *C&D*, December 20/27, p1032).

Macarthy Medical: Steve Beavan is the new Bristol depot manager, responsible for the operational side of the wholesaling service to the West Country and South Wales. A Sunderland School of Pharmacy

graduate, Mr Beavan has been involved in the pharmaceutical industry for over ten years. Prior to joining Macarthy's Medical, he was a manager for Vestric, based in the Bristol, Nottingham and Liverpool branches.

Hanimex (UK) Ltd: Following the acquisition by Chase Corporation Ltd of a majority (at time of writing 82 per cent) of Hanimex stock, Chase has taken up three seats on the Hanimex Corporation Ltd board. Chase executive chairman Colin Reynolds, executive director — Australia Adrian Burr, and managing director Chase Corporation (Australia) Pty Ltd, and Bill Wavish, join the Board.

Helena Rubinstein: Mr Nicolas Maincent has decided to leave the company, and his position — managing director of Helena Rubinstein UK — will be assumed by Mrs Lis Lovell. Mr Maincent will leave at the end of the month to join Estee Lauder in Paris.

Wilkinson Sword: Ron Matier is appointed national accounts controller. Mr Matier, 34, has previously worked with Ashe Consumer Products and Johnson & Johnson.

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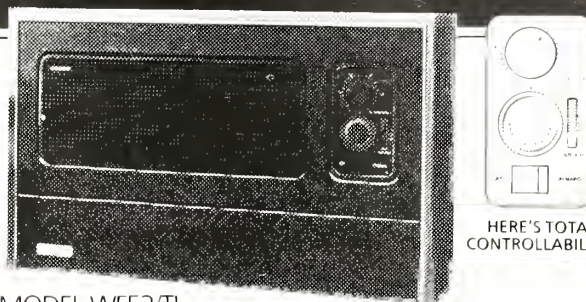
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INTERCARE

PRICE ANNOUNCEMENT

Effective 2nd February 1987

Product	Unit Pack	Shelf Pack	List Price per Dozen	Retail Price* per Unit incl. VAT
ALLER - EZE (P)	10 tablets	1 dozen	£ 10.14	£ 1.35
	30 tablets	½ dozen	24.42	3.25
ALLER - EZE ELIXIR (P)	100ml bottle	½ dozen	12.40	1.65
ALLER - EZE PLUS (P)	12 tablets	1 dozen	10.52	1.40
	24 tablets	½ dozen	17.66	2.35
	36 tablets	½ dozen	25.16	3.35
BONOMINT (GSL) Small	6 tablets	1 dozen	4.34	0.57
Medium	16 tablets	1 dozen	8.38	1.10
BROOKLAX (P) Small	6 tablets	1 dozen	3.96	0.52
Medium	18 tablets	1 dozen	8.22	1.08
CARMIL (PCDI)	50ml bottle	½ dozen	9.28	1.27
EX-LAX CHOCOLATE (GSL) Trial	6 tablets	1 dozen	3.75	0.48
Medium	18 tablets	1 dozen	7.98	1.02
Economy	36 tablets	½ dozen	13.30	1.70
Junior	9 tablets	1 dozen	4.54	0.58
EX-LAX PILLS (GSL) Handypack	8 pills	1 dozen	3.29	0.42
Standard	30 pills	½ dozen	7.98	1.02
HEMOCANE (GSL) Cream	25g tube	½ dozen	7.74	0.99
Suppositories	12 supps	½ dozen	7.74	0.99

*All goods are subject to Resale Price Maintenance

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